

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

19 West 31st Street, New York City

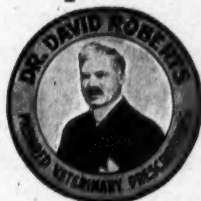
VOL. LXXXVIII

NEW YORK, JULY 30, 1914

No. 5

Bringing a Live Stock Specialist Into His Own

When we began the advertising of the Dr. David Roberts Veterinary Company a few years ago, Dr. Roberts was already famous as a veterinarian.



He had been State Veterinarian of Wisconsin. His practice was national. Then, as now, he was called to act as Official Veterinarian at the great National and International Live Stock Shows year after year.

But in Dr. Roberts' accumulated knowledge great possibilities lay dormant. During his twenty years practice he had perfected a number of treatments that were of general application in live stock ailments. The problem was to capitalize this experience and turn it to Dr. Roberts' account.

It could be done only by judicious advertising and to this problem we lent the strong arm of Ayer service.

Now at the end of three years Dr. Roberts finds himself no longer simply a veterinarian. He is at the head of a business well rooted in the live stock industry of the country.

Over 500,000 stock owners are reading Dr. Roberts' "Practical Home Veterinarian" and using his treatments. Leading jobbers and several thousand druggists are selling the prescriptions.

N. W. AYER & SON

Philadelphia
New York

Boston

Chicago



(This is Advertisement Number Forty-four of a Series.)

"Reading Maketh a Full Corn Crib"

(With apologies to FRANCIS BACON)

Consider that reading has swelled the farmer's crops and his bank account.

The ideas, suggestions, experiments, latest discoveries reported to the farmer through his Standard Farm Paper have played a big part in his present prosperity.

Consider the *value* of advertising alongside of such reading compared with the same advertising alongside of stories or general "news"!

Then also consider that the power of the editorial matter selected for Standard Farm Papers has resulted in their securing, in many instances, one out of every two or three *possible* readers.

Yet Standard Farm Paper rates run below the accepted half cent a line.

Let us show you something of their pulling power.



TRADE-MARK OF QUALITY

Standard Farm Papers

are	The Breeder's Gazette
	Hoard's Dairyman
	Wallaces' Farmer
Farm	Kansas Farmer
	Progressive Farmer
Papers	Missouri Farmer
	The Wisconsin Agriculturist
of	The Indiana Farmer
	The Farmer, St. Paul
Known	Oklahoma Farm Journal
	The Ohio Farmer
Value	The Michigan Farmer
	Prairie Farmer, Chicago
	Pennsylvania Farmer

Wallace C. Richardson, Inc.,
Eastern Representatives,
41 Park Row, New York City.

George W. Herbert, Inc.,
Western Representatives,
119 W. Madison St.,
(Advertising Bldg.), Chicago.

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A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893

VOL. LXXXVIII JULY 30, 1914

No. 5

Advertising That Helps Competitors as Well as Yourself

The Biggest Dividends Flow from a Liberal Policy

By Charles L. Collette

Of the Kewanee Boiler Company, Kewanee, Ill.

"CAST thy bread upon the waters: for thou shalt find it after many days" is just one of many passages from the Bible which are proven true by modern business and modern advertising.

Revising this passage and applying it to modern advertising might be done in a quotation such as follows: "Don't fear to advertise a product for fear other manufacturers of the same product will profit thereby; because, unless you are willing to do something that is very apt to help your competitor, to some extent, it will be impossible to do anything for yourself."

It is a big mouthful but it expresses a *mental hazard* that is keeping some of the biggest manufacturers in their line from making the progress they should. And it is a mental hazard, entirely, for there is probably no concern that advertises that does not, to some degree, advertise and boost its competitors' products as well as its own. And it has been proven many times that the advertisers who are big minded enough to go out and develop or create a new demand (not caring how much its competitors may benefit) are the really big successes in the business and advertising fields.

"SELFISH" AND "GENEROUS" ADVERTISING

From one standpoint advertising can be divided into two classes—selfish advertising and generous advertising. In the first class is any advertising designed to create

a demand or sell only the product of the particular manufacturer paying the advertising bills. Under generous advertising comes that class of advertising that is building a market, or creating a demand, for a particular article manufactured or sold by a number of concerns.

For instance, in the boiler field any advertising which does nothing but tell of the advantages of a boiler made only by one manufacturer is of no benefit to any other manufacturer and is therefore selfish advertising. While any advertising that tells of the advantages of burning soft coal smokelessly is a boost for any boiler which does burn soft coal smokelessly and therefore is of help to any manufacturer making such a boiler, such advertising can properly be called generous advertising.

Originally advertising was all selfish.

The retail merchant first announced on his sign that he sold shoes or groceries, etc. This was of no benefit to any other merchant as its mission was wholly the getting of customers into his store. This was soon reinforced with the use of various circulars, newspaper copy, etc., but all designed for the same purpose—a purely selfish one.

Then the manufacturers, who sold through retail dealers, began to see that helping their customers sell more goods was the one sure way of increasing their own business.

And soon, from a selfish motive, advertising began to assume a more generous character.

The manufacturers began to help the other fellow (their customers) by supplying them with booklets, cuts for newspaper advertising, circulars, etc. And then went further and started to create a demand for what they were selling through the retail trade by their own advertising.

This advertising, while it did offer a helping hand, was still selfish as it was all designed to help the manufacturer sell more of his product and was of no value to his competitors.

Real generous advertising began to be prominent when it was realized that advertising in addition to being capable of selling an article for which a market was already established was a very potent force in establishing a market or creating a demand for something heretofore unknown and consequently unwanted by the public.

KODAK HELPS ALL CAMERAS

Right now I am looking at an advertisement on the back cover of one of our standard magazines—an advertisement that cost the manufacturers several hundred dollars. This advertisement is an effort to convince any one going vacationing that he should carry a kodak with him. Not a word is said regarding any particular advantage of the Eastman Kodak and even though "Kodak" is a trade-mark name of the Eastman Kodak Company no one can deny that this advertisement is almost as efficient advertising for any camera manufacturer as it is for The Eastman Company.

It is apparent that until you or I want a camera, or thermos bottle, or piano player, or talking machine, or an electric fan or toaster, it is useless to be told of the advantage of any particular brand or "make" of these things.

And so some of our manufacturers were actually forced, by selfish motives, to make use of generous advertising.

Most of the advertising of the Victor Talking Machine Com-

pany, the Edison Company, the General Electric Company, etc., is fully as good advertising for their competitors; but it is good advertising for the advertiser also and if it were not they would not continue to spend hundreds of thousands of dollars yearly in the manner they do.

Some time ago the Kewanee Boiler Company decided to spend some money in New York City to increase the sale of our smokeless boilers and this is the problem that confronted us:

NEW YORK MARKET MADE DOUBLY DIFFICULT

New York City has a very stringent smoke ordinance, so stringent in fact that until very recently nothing but high-priced smokeless anthracite coal had ever been used except in power plants, where expensive automatic stoking devices made the smokeless burning of soft coal possible. New York building owners were accustomed to burning high-priced coal and did not even consider the use of anything else.

Manifestly copy explaining the merits of a Kewanee Smokeless Firebox Boiler would be of no interest because New Yorkers knew no reason why they should burn soft coal in a smokeless boiler. And, on the other hand, copy written to convince building owners of the savings possible through the burning of soft coal would be a big boost for any automatic stoking device and any smokeless boiler on the market.

It was apparent that our success in that field would surely draw to the same field concerns which would copy our boilers and endeavor to take advantage of the market we would create by offering something similar, and probably at a lesser price.

We were forced either to do no advertising, or to inaugurate a campaign which we knew could not fail to help competitors.

The decision was, forget competition for the time being and advertise in the most effective way, keeping in mind that the first duty of the advertisements must be to convince New York building own-



Everybody's Magazine has obtained the three unpublished plays—unproduced in this country—of George Bernard Shaw.

“Androcles and the Lion” appears in the September Everybody's. “Pygmalion,” making the hit of the year in London, will be published later, just ahead of the American production, and “Great Catherine” will be published in one of the Winter issues.

This is the sort of thing that Everybody's is doing right along.

The Ridgway Company
New York

ers that they could save money by burning soft coal.

One of the first pieces of copy used is reproduced on page 6.

The heading, "Cut Coal Costs by Using Bituminous Coal," carried to the building owners a message of economy which was very grateful to them. The most conspicuous parts of this advertisement and of most others in the campaign were the arguments telling of the saving in the use of

burning soft coal in Kewanee Smokeless Boilers.

And here is a very interesting fact. There are several concerns making smokeless boilers, and two or three are making them identical with ours. Yet in several cases owners have stated that *they did not want Kewanee Smokeless specified because we had no competition* and they therefore could not get competitive bids from manufacturers.

This policy has been followed, and proven correct, not only in New York City but in Chicago, St. Louis, Kansas City, in fact nationally. We have been forced to first convince the owners of buildings that the use of soft coal was possible (in cities where a smoke ordinance is enforced) and most economical, and we did so, knowing full well that we were helping every manufacturer of smokeless boilers in the country.

Surely this is splendid proof that the fear of helping the other fellow is only a mental hazard—and it seems to prove out in every case. The competitor may benefit, but after all that is not the question. The real question any manufacturer should ask himself is, Will my sales increase? If he believes so, it is policy to forget about what gains competitors may have and go ahead.

The value of generous advertising is again demonstrated in connection with the advertising done and being done by the Kewanee Boiler Company in favor of its Kewanee Water Heating Garbage Burners.

The public generally are beginning to realize that the destruction of garbage on the premises where it originates is by far the most sanitary, in fact, the only really sanitary way of disposing of it.

However, the garbage burner which we manufacture and advertise is a combination garbage incinerator and water heater and is installed principally in apartment buildings, flats and hotels, hospitals, restaurants, etc. Naturally the owners of these buildings, to whom this advertising must be directed, are not highly susceptible

Cut Heating Costs by Using Bituminous Coal!!

You owners of buildings can cut your heating costs 17 per cent, and more, by using Bituminous Coal instead of Anthracite. And that saving is being made, right now, in some of the best apartment buildings in New York City.

A pound of good Bituminous Coal contains about 14,000 heat units per pound and costs about \$1.50 per ton. Anthracite Coal (Buckwheat, steam grade) costs the same but contains only about 12,000 heat units per pound. So buying Bituminous Coal gives you 17 per cent more heat for the same money.

And in addition to the saving you make in buying coal here is another bigger saving you can make.

Kewanee Smokeless Firebox Boilers



1 & 2 Queens Park Ave. and 42nd St., New York City. Kewanee Boilers installed in this building.

Richest and Portable Types for Steam and Water Heating

will take from Bituminous Coal, and use for making steam, 22 per cent more of the heat units in that coal than the ordinary boiler can get from Anthracite.

So a Kewanee Smokeless Firebox Boiler saves you 17 per cent, at least, by allowing you to burn Bituminous Coal—and does 22 per cent more because it is a more efficient boiler.

These are facts which have been proven.

Ask Our New York Office for the Names of Buildings Where Kewanee Smokeless Firebox Boilers Have Cut Coal Costs.



Kewanee Boiler Company
Kewanee, Illinois

Best Plans and Heating Values, Estimates, Sales and Garbage Burners
New York City, 47 W. 42nd Street



THIS AD SOLD THE COMPETITOR'S GOODS TOO

soft coal, and these arguments were good for any manufacturer of any device which would burn bituminous coal smokelessly.

We apparently were casting our bread upon the waters. But it has been returned to us, even though we know we have helped our competitors.

The campaign has proved successful, as is demonstrated by the fact that some of the best buildings in New York City are now

to an appeal based on sanitary reasons.

From the building owners' standpoint the strongest argument in favor of the installation of one of these garbage burners is the fact that garbage contains good fuel matter and can be used as such for the heating of hot water.

And here again it is quite evident that copy dwelling upon this fact could not fail to benefit the manufacturer of any device which would burn garbage, or use it for fuel purposes.

800 PER CENT GAIN IN FOUR YEARS

Notwithstanding this fact the Kewanee Boiler Company launched a generous advertising campaign based on the fact that garbage was not worthless but could and should be used as fuel for the heating of hot water. This campaign first started about four years ago. The sales the first year were encouraging and the advertising appropriation increased. The second year the sales were more than double. The third year they were double the sales of the second year and the fourth year showed an increase of 800 per cent over the first year's business.

This demonstrates very clearly that the generous advertising did pay and paid big. Mind you, I am not espousing the cause of generous advertising on any other basis than good business. In this case the only way to market the product was first to show reasons why garbage could and should be burned and doing so was bound to help any manufacturer who was already in or would enter the same field.

As a matter of fact there are several manufacturers of fair size who are selling a good number of garbage burners every year.

Our advertising constantly brings us inquiries for information regarding incinerator plants for cities; gas and coal incinerators for small-sized homes, none of which we manufacture, so this is further proof that our advertising has helped others.

But the important fact is that

we have increased our own business tremendously, which proves the truth of the statement we are endeavoring to prove.

Only a short time ago a gentleman who is connected with a large manufacturing concern said to me, "I wish we had some product which we could advertise, but we can't because our competitors' products are practically the same as ours and if we started to advertise they would merely cut the price and get the business away from us."

This sounds plausible but it is not borne out by facts. We sometimes lose the sale of a smokeless boiler or garbage burner because some non-advertiser, making practically the same thing, does cut the price, but these cases are very few.

Faith is a very wonderful thing—probably the most wonderful thing in existence. It is one of the foundation stones of business and of every advertising success. It alone has been the means of building gigantic business, and it will continue to do so.

Forget the mental hazards. If advertising your business will help your competitor, help him, for you may be sure that yours will be the greater gain.

Mooney Succeeds Neighbors

R. G. Neighbors, sales manager of the Hüpp Motor Car Company, Detroit, has resigned. Frank J. Mooney, advertising manager of the company, will succeed him, and will handle both sales and advertising.

Butler With McGuckin

Wilmer A. Butler, for many years connected with N. W. Ayer & Son, of Philadelphia, has resigned to join the staff of the Eugene McGuckin Company.

Pettit With New Orleans "Item"

E. A. Pettit, until recently advertising manager of the Henry F. Michell Company (seeds), Philadelphia, has joined the advertising staff of the New Orleans *Item*.

New Advertising Manager of St. Louis "Times"

Carl Gogel is now advertising manager of the St. Louis *Times*. Mr. Gogel was formerly in charge of the real estate advertising of the *Times*.

Consular Advertising for American Goods

MANUFACTURERS who are in a position to take advantage of the opportunities that are open may derive considerable free advertising for their products through the medium of the U. S. consular offices throughout the world. Or perhaps it would be more exact to say that they can have the benefit of demonstrations of their wares at these consular posts—for, of course, any manufacturer can gain a certain amount of advertising by merely filing his catalogues and printed matter at each consulate. But that is a form of publicity which, naturally, is not so forceful as visual appeal to foreign prospects.

As an illustration of what might almost be termed involuntary promotion via consular channels, there may be cited the fact that the Dick company has within a comparatively brief interval sold fifty of its steel safes, or safe cabinets, so-called, in the South American Republic of Uruguay as a result of the installation of one of these steel cabinets in the office of a U. S. consulate in that country. The Macey Company has been enabled to make heavy sales of sectional bookcases to foreign customers whose trade was cultivated in like manner, and similarly the Globe-Wernicke Company has found new outlets overseas for its record and filing equipment with no more effort than was required to furnish quotations, etc., to the prospects referred to them by the U. S. consular officers.

The American consular offices abroad have not as yet reached the status which it is hoped they will one day attain, when every such establishment will include what might be termed a "permanent exposition" of American goods likely to interest the people of the particular locality in which the consulate is located.

In the meantime, then, the only opportunity for the exhibition and demonstration work which begets business is found in the every-day use of such furnishings, equip-

ment and supplies as are required by the consular officers in the regular discharge of their business. That is how it comes about that certain lines have already benefited by commercial "missionary work," which was not designed to display favoritism in behalf of any particular trade.

Even this plan of making our consular officers practical as well as theoretical trade-getters is of comparatively recent inception. It was only a few years ago that the policy was adopted of furnishing all U. S. consular offices abroad with articles of American manufacture instead of permitting the outfitting of the offices with such utilities as were afforded by the local mercantile establishments. The result has been seen in the stimulated sales abroad of American typewriters, office furniture, etc. Particularly has an extensive market been opened for American-made steel furniture, which has been welcomed with enthusiasm in many tropical countries where the climatic conditions are such as to place at a disadvantage all wood furniture, unless specially constructed.

It should perhaps be made clear that the advertising attained by American goods installed in the U. S. Government's "branch offices" abroad is distinctly of the object-lesson variety. It is not the province of a consular officer to go out into the highways and byways and inveigle people in to see American goods which are on display or in use in his office, but it so happens that in the natural course of business a large number of residents of the community—particularly those engaged in mercantile and commercial pursuits—have occasion to visit the American consulate. If these callers are at all keen for innovations and improvements, their attention is likely to be attracted to some of those specialties in the production of which Americans excel. Even at that the consular officer does not assume the rôle of salesman. He simply gives the prospect the address of the manufacturer in the United States, or supplies him with a catalogue.

Traction Company's Advertising Fight for Fair Play

Banker Himself Writes the Copy in Franchise Contest

By Thaddeus S. Dayton

THE old way of getting a street-railroad franchise from a municipality was for only two men at a time to meet in a dark room. The new plan is pages of display advertising in the city's principal newspapers. The tramway company tells what it wants, what it will give, and answers objections and criticisms.

This unique method of franchise-getting had a real trial recently in Toledo. It has created such widespread interest and made such a deep impression that a description of how it was carried on will be suggestive to the increasing number of corporations which are showing a disposition to reach out for popular good will.

The history of the Toledo franchise question is particularly interesting. Not only did it bring out the great value of display advertising and constructive publicity for public service corporations, but it showed that when the people know the facts they can be relied upon to give even a corporation a square deal.

Several years ago, when the Toledo Railways and Light Company realized that its franchises were soon to expire, it offered to make a three-cent fare for the morning and evening rush hours and to sell six tickets for a quarter the rest of the day. These rates were to continue until the company and the city should agree on the terms of the new franchise. This offer was accepted by the city.

FIGHT BEGAN WITH THREE-CENT FARE ORDINANCE

Last autumn another political party came into power in Toledo, and the council, without any warning, passed an ordinance for a three-cent fare at all hours. The street-car company protested,

and pointed out that the city's own accountants, after examining the property, had filed a report showing that if three-cent fares had been charged in Toledo the previous year the railways and light company could not have paid even operating expenses, let alone any interest on the investment.

The new ordinance went into effect at midnight March 27th, this year. A half hour before that time no one in Toledo, not even the crews of the cars, knew what was to be done. Crowds of people gathered on the streets expecting there would be rioting when the conductors began to eject forcibly those who refused to pay a five-cent fare.

At the last moment the company did something unique in the history of street railroading. It told its conductors to use every peaceable means to collect the regular rate of fare, but that those who refused to pay more than three cents should be permitted to ride free. This rule has been in effect ever since.

Despite the fact that the city, through its officials, has called upon the people repeatedly not to offer more than three cents fare, assuring them of police protection in so doing, about 80 per cent of the passengers have voluntarily paid five cents every time they have ridden on the street-cars. This was due in a great degree to the advertising campaign that was inaugurated in April and continued through May and June by Henry L. Doherty, of New York, the largest individual shareholder in the property.

Negotiations for a new franchise were opened immediately. The street-car company offered to give the three-cent fare plan a trial for one year, and to pay the

expenses of a commission of experts to lay out an ideal street-car system for the city. At the end of the first year the rate of fare for the next five years was to be fixed, and so on, every five years, during the 25-year term of the new franchise. Every provision was agreed to except the fare, the city council refusing to accept anything but the three-cent rate for the entire period of the fran-

tramway company carried on its publicity campaign, using a page a day in each of the principal newspapers and issuing its printed arguments in pamphlet form every other day and distributing them on its cars. Lately a large part of this series of advertisements has been issued in the form of a bound book of 50 pages, each reproducing an advertisement as it was originally printed in the newspapers. This unique book has been distributed among bankers and financiers who are directly interested in public utilities.

Mr. Doherty, who is the head of the banking and engineering firm of Henry L. Doherty & Co., of 60 Wall Street, New York, wrote all the advertisements himself while he was in Toledo. He was in the thick of the fight there for several months. Most of the advertisements were turned out at white heat, generally dictated just in time to be set up before the forms closed. He was so vitally interested in the matter that he preferred to do this ad writing himself rather than to intrust it to others. The whole thing, he was frequently heard to say,

SO THE PEOPLE MAY KNOW

What do YOU think of our franchise proposal for a street car system here that we have made to this city? We want to know. Don't hesitate to let us know you don't agree with us. We will write you and we will be glad to explain to you the reasons why we think we are right. We will be glad to explain to you the reasons why we think we are right. We will be glad to explain to you the reasons why we think we are right.

First Prize . . . \$100
Second Prize . . . 75
Third Prize . . . 50
Fourth Prize . . . 25
Ten Prizes, each . . 10

Send your answers or suggestions you have to a letter to the Editor of this paper.

SAY WHAT YOU THINK

Don't suppose if you think you have something to say about the street car system here that you won't say it. You may have something to say that will help us to make a better system. We want to know what you think. We want to know what you think. We want to know what you think.

We have been informed that we need to know what you think. We want to know what you think. We want to know what you think.

We want to know what you think. We want to know what you think. We want to know what you think.

THE CITY BRILLIANT

Don't suppose you think we are right. We want to know what you think. We want to know what you think. We want to know what you think.

What do YOU think of our franchise proposal for a street car system here that we have made to this city? We want to know. Don't hesitate to let us know you don't agree with us. We will write you and we will be glad to explain to you the reasons why we think we are right. We will be glad to explain to you the reasons why we think we are right. We will be glad to explain to you the reasons why we think we are right.

IN THE ELECTRICAL DEPARTMENT WE HAVE A FRANCHISE

What do YOU think of our franchise proposal for a street car system here that we have made to this city? We want to know. Don't hesitate to let us know you don't agree with us. We will write you and we will be glad to explain to you the reasons why we think we are right. We will be glad to explain to you the reasons why we think we are right. We will be glad to explain to you the reasons why we think we are right.

SHOWING OUR BELIEF IN TOLEDO

What do YOU think of our franchise proposal for a street car system here that we have made to this city? We want to know. Don't hesitate to let us know you don't agree with us. We will write you and we will be glad to explain to you the reasons why we think we are right. We will be glad to explain to you the reasons why we think we are right. We will be glad to explain to you the reasons why we think we are right.

Toledo Railways & Light Company

ADVERTISEMENTS WERE TURNED OUT AT WHITE HEAT BY MR. DOHERTY WHO DICTATED THEM JUST BEFORE PRESS TIME

chise. The city gave notice that it would place a policeman on each car to compel the company to accept the three-cent fares. The business men, realizing that rioting would give Toledo the wrong kind of advertising, secured a withdrawal of the municipal order, and drew up a franchise that they considered fair to the city and to the street-car company. This is now being considered by the council.

While all this was going on the

was to present exact knowledge to the public without any "pussyfooting." An employee writing these ads might have been timid and diplomatic, but the boss knew what he wanted to say and said it. The "punch" or "kick" in each one of these announcements may be judged from a few extracts.

One of the objections most frequently heard in the beginning of this franchise struggle was, "We don't want to give a franchise to any Wall Street concern."

"That is a criticism of the Doherty organization, and not the Rail-Light Company, and so I'm going to answer it personally immediately," said Mr. Doherty in display type.

"If a man wanted to deal in Alaskan furs he would not locate in El Paso, Texas.

"A man who wanted to go into the tropical fruit business would be foolish to locate in Ashland, Wisconsin.

"We chose Wall Street as the best location for our business.

TELLS WHO HE IS AND WHERE HE CAME FROM

"My home was originally in Columbus, Ohio. Afterwards it was in Madison, Wisconsin; St. Paul, Minnesota; Quebec, Canada; Denver, Colorado, and elsewhere.

"So as I progressed from workman to foreman, from foreman to superintendent, from superintendent to manager, from manager to president, *I had to go where opportunity offered.*

"I wanted to go into business for myself and build and operate hydro-electric power plants, street railways, gas companies, etc.

"I had to locate some place.

"Where would you have gone?

"Columbus, Ohio? Not on your life.

"I wanted to get the first chance to buy any good proposition that came into the market.

"If there was a big hydro-electric power plant to be financed and built in some Western State, do you think the proposition would be brought to Columbus or even to Toledo?

"Not much.

"It would go to New York City, and not much time would be lost in uptown New York, either.

"Wall Street would be the objective point. Wall Street is the best-known street in the world. Also the least understood.

"The popular idea is that Wall Street consists of the Stock Exchange, a herd of bulls and bears.

"I pass the Stock Exchange twice a day when I am in New York, and I was never even inside of it. *I never bought a share of stock on margin in my life.*"

Then he tells why certain kinds

of business can be conducted most efficiently only in New York and in the Wall Street district. He says that he has received splendid treatment in Toledo—on the whole—from the mass of the citizens. He concludes:

"Well, I'm one of the 'common people' myself.

"I have carried my dinner in a pail and eaten it with the other workmen. And I could do it again.

"Most men think that when they have made a little money they must have a country house, a town house, a yacht and a flock of automobiles.

"Well, I have none of these things—not even an automobile. No, sir, not even a Ford.

"I live in the same apartment I had when I worked as an engineer on a small salary; it still has the same old furniture in it.

"Wall Street!!

"Forget it!!

"I am there because I have to be there.

"If a settlement of the street-railway problem is reached I will make Wall Street work for the benefit of Toledo."

From the foregoing it will be seen that Mr. Doherty, probably without knowing it, was obeying one of the fundamental rules for the writing of good advertising copy, by telling who he is and where he is.

The questions involved in the franchise fight were many and complex in their details. Mr. Doherty's side of it—what he had to offer—is discussed by him in many of his advertisements. In others he answers criticisms. In fact, he offered cash prizes for criticisms and suggestions. No matter how unfavorable the criticisms he received, he printed and answered them in his advertisements. Nearly all his displays were headed in 72-point, "So the People May Know."

ADS VS. NEWSPAPER EDITORIALS

The principal newspapers of Toledo did not look kindly on Mr. Doherty or his desire for the street-car franchise. That is putting it mildly. But they printed his page advertisements day after day without relenting in the least

the severity of their news and editorial comment. For instance, the *Blade* printed a long editorial on the "free-ride folly," containing such phrases as this:

"And with a cold nerve seldom equalled since the first Vanderbilt sounded the first utility battle-cry the Rail-Light Company is demanding that public opinion support it in its brass-galled contention."

The next full-page Doherty advertisement reproduced the editorial in facsimile and said, among other things:

"We will try to give the editor of the *Blade* some simple facts that a child ought to understand."

"Most of the facts are common property to the intelligent reading public of Toledo."

"If the reading matter we place in the advertising space we are contracting for in the *Blade* is not even read by its own editor, we are wondering what is the value of space in this paper."

"We are not attempting to enforce our own 'self-made rates of fare,' but the rates agreed upon with Mayor Whitlock and which were to continue until a permanent settlement was reached."

"Be fair—be big, Mr. Editor."

OFFSETTING EDITORIAL ATTACKS

Another page advertisement, set in 6-point, with every sentence a paragraph, is devoted almost entirely to the subject of editors. It begins:

"Gee, but it's great to be an editor!"

"If you're an editor all you have to do is to sit at a desk and smoke your pipe and criticise the man who fires the boiler, chucking in more coal so the editor can have his electric fan in the summer-time."

"Some of our critics object to our English."

"Well, we may be bad—even rotten."

"But we will guarantee to keep cars running in spite of snow, or keep a sixty-thousand-volt transmission line running against the best professor of English you can produce."

"We want to supply a service

to this community that will excel anything that has existed before in this community or elsewhere."

"This service means just as much to the laborer in the foundry as to the laborer in the bank."

"So that you, who make and supply bricks, have no more reason to be the enemies of us who supply car service than you have to be enemies with your neighbor who blows glass."

"Those of us who supply the necessities of life should all be friends."

"If we have differences of opinion we should settle them between ourselves."

Another page advertisement starts off with:

"Well, it was a great meeting at the council chamber last night."

"One interesting point that was made was the statement to the effect that if the city continues to negotiate with us it should be on condition that we abandon our publicity forum."

"Suffering Kate! What next?"

"We have always been told that corporations love the ways that are dark."

"And now, when in answer to the public demand, this corporation adopts publicity, invites publicity and courts publicity, we find at the end of ten long weeks that we are wrong again."

Again:

"We have inaugurated our plan of a public forum to solve the street-railway problem."

"It is a new idea—an invention of efficiency."

"It can be used to settle other big problems that may arise in the years to come and upon which the growth and prosperity of Toledo may depend."

DOHERTY ON WHY HE USED ADVERTISING

This advertising campaign is said to have cost in the neighborhood of \$10,000. The Toledo street-railway franchise is again before the city council. The Doherty advertisements have not been run since the first of July, partly because they have served their purpose, thus far, and partly in order to leave the city council

unhampered in its deliberations.

Mr. Doherty is not in a position, as yet, to state definitely the results of his unique advertising campaign. His belief in the power of display advertising, however, is best expressed in his published announcements. In these he says:

"I was told: 'You have no right to spend money on advertising. This money should be spent to provide better service.'

"My answer about advertising is that the corporations of the country have had a world of criticism and abuse for not taking the public into their confidence—not attempting to tell their side of the story. Much of this criticism has probably been merited. But the public utility men are not trained to talk or write. Many of them are engineers. They could not tell their story to the people in a readable way that would be understood.

"I wanted to get the people thinking, and said if we couldn't get our story in the news columns we would buy advertising space and tell it.

"The real umpire is the public. The public can be awfully wrong at times, but, in spite of all, it's the best and truest umpire I have ever found. I wanted the good will and confidence of the people of Toledo. The old public utility methods are practically a thing of the past. Our plan of a public forum by publicity met with hearty support. I believe that this method will have an important place in the future municipal affairs of this country."

Martin With D. E. Sicher & Co.

W. A. Martin, Jr., formerly secretary of the Association of National Advertising Managers, and more recently with the Chalmers Knitting Company, Amsterdam, N. Y., has resigned from the latter concern to go with D. E. Sicher & Co., New York, one of the largest manufacturers of women's muslin underwear.

Huyler's Change

The Robert M. McMullen Company, New York, will in the future handle all of the advertising of Huyler's.

Trade Abuses Discussed by Home Furnishers

It was announced by Henry L. Kincaide, president of the National Home Furnishers' Association, at the annual convention in New York, July 22, that a recommendation had been addressed to Congress asking for an amendment to the trade relations bill prohibiting false statements in advertising. C. Ludwig Baumann, of New York, discussed abuses in the instalment furniture business, such as fraudulent advertising, dishonest customers who move and conceal their new addresses, the need for uniform State lease laws, and unfair competition of manufacturers who sell to hotels and other large consumers direct. Charles A. Smith, of Boston, described the activity of the Vigilance Association of the Boston Chamber of Commerce against violators of the Massachusetts fraudulent advertising law.

Hawkins to Leave Fairbank Company

G. H. E. Hawkins, for thirteen years the advertising director of the N. K. Fairbank Company, Chicago, and the man who made the Gold Dust Twins famous with such ads as "The Wright Brothers for Cleaning," "Roosevelt Scoured Africa—The Gold Dust Twins Scour America," and "If We Must Clean Up Mexico, Why Not Let the Gold Dust Twins Do the Work," announces his resignation, to be effective some time this fall.

Mr. Hawkins is going into a broader field in advertising work, but will not announce his plans until he takes an extended vacation.

Procter & Gamble to Build in Canada

The Procter & Gamble Company, Cincinnati, has secured an option on a factory site in Hamilton, Ontario, and expects to exercise it, using the location as a Canadian factory.

"It is our expectation to begin work promptly," says H. G. French, treasurer of the company, in a recent letter to *PRINTERS' INK*, "and to manufacture soaps and Crisco for Canadian distribution at that plant as soon as it is completed. The tariff is the reason for the move."

First Conviction Under New York Advertising Ordinance

The Harlem Board of Commerce, New York, secured the conviction of Jacob Kantrowitz, proprietor of a clothing store, July 22, under the provisions of the *PRINTERS' INK* Statute, which was passed as a city ordinance March 31. Kantrowitz advertised that certain standard goods were being sold below cost by "order of a receiver." A detective found that no receiver had ordered the sale. Sentence was suspended upon the defendant's plea of guilty.



R. F. D.



Every day, when the mail is sorted at the editorial offices of *THE COUNTRY GENTLEMAN*, in Philadelphia, it is found that a large proportion of the letters are addressed to "The R. F. D. Letter Box" Department.

These are all from readers who need advice on some vexed problem of farming or country life.

Every letter is answered, fully. Many are taken care of out of the experience of the editors themselves. But the greater number goes out again in the next mail to one or the other of *THE COUNTRY GENTLEMAN*'s corps of expert advisors.

There are more than 100 of these advisors. They are picked men—men prominent in the Federal Department of Agriculture, state experiment stations and colleges, successful operators of large farms, orchards, dairies, poultry plants. Only skilled specialists in some one branch of modern agriculture are chosen, and each advises only on his specialty.

It is by such men that thousands of inquiring readers are served. And, although this service is gratuitous to the reader, the advisor is paid a fee for these replies, in proportion to the knowledge and attention they require. This, together with the deep interest which each of these men himself takes in the progress of scientific agriculture, ensures careful and complete treatment of the questions.

The significance of this service is twofold. The dependence of the farmer upon the publication which affords him help in affairs that affect his financial success is greatly increased. Sound advice breeds a confidence on the part of the reader which extends to advertising as well as editorial columns.

But further: THE COUNTRY GENTLEMAN profits because these live queries, direct from the farmhouse, constantly suggest new topics for editorial treatment, new ways in which the publication may fit closely into the every-day thoughts and doings of progressive farmers in all parts of the country.

Upon this exact application to the needs of farmers has been built the great strength of THE COUNTRY GENTLEMAN, which strength the advertiser is sharing.

THE CURTIS PUBLISHING COMPANY
Independence Square, Philadelphia



"Unlike any other paper"

"Several years ago we felt that the rate charged by The Farm Journal was too high.

"This season we have kept a very close record of the cost and number of inquiries received from the fifteen papers used, and we find The Farm Journal has given us the greatest number of inquiries of any paper."

Full details as to the equally satisfactory showing on sales are given in the August Gumption, also "unlike any other paper."

The Farm Journal

Wilmer Atkinson Co.
Washington Square
Philadelphia

Baseball and Advertising

"Would Better Advertising Help Baseball?" Discussed by Various
Baseball Magnates and by Advertising Men

By W. G. Clifford

"BASEBALL," said the Editor of PRINTERS' INK, as he stopped to read the bulletin board outside the New York *Herald* office on Broadway, "it seems to me should and could profitably be advertised." Then he added, with a twinkle in his eye, "Suppose you find out. Interview some of the leading baseball men, as well as members of the general public, and see what they say."

Which was done. But before turning the floor over to these gentlemen, let's get at the general facts of the proposition.

At first thought it seems unnecessary for the baseball clubs to advertise, in view of the fact that the newspapers give them on an average of two pages of free publicity each day. The newspapers were quick to capitalize public interest in baseball and to use it as a circulation builder. At the start this worked to the advantage of both the newspapers and the baseball clubs. But the inevitable reaction has come. From the view-point of the ball clubs newspaper comment is not always favorable. It hurts as often as it benefits. Since the advent of the Federal League this condition has steadily grown worse, so baseball men say. Then again, the newspapers naturally boost no particular league or club—just baseball as a whole.

In some cities each league will play games on the same day. There are not enough fans to fill up all three ball parks, and so each game suffers from lack of attendance. With the exception of Saturdays, Sundays and national holidays, most ball games are played to only one-third to one-half the seating capacity of the parks. Competition is getting in its deadly work. No business is content to run at one-third to one-half of its capacity. When this condition threatens it gets busy and develops new markets.

Nor are the newspapers satisfied with the present state of affairs. They feel that the baseball clubs are getting the big end of the deal—not merely "something for nothing," but altogether too much for nothing. They claim that the present cost of publishing baseball "dope" is out of all proportion to its value to them as a circulation builder and a circulation holder.

NEWSPAPERS SHOW DISSATISFACTION

Some newspapers have two or three reporters on the road with baseball clubs. This costs the newspapers from \$10 to \$12 per day per reporter for expenses, in addition to a weekly salary per man of from \$50 per week up. Newspapers as a whole are growing tired of this expense. Almost weekly the question comes up in newspaper offices as to the advisability of continuing it. One big newspaper in Chicago recently withdrew two of its three reporters who were traveling with a ball club. Some of the clubs have offered to pay the newspapers the cost of maintaining reporters with their clubs. But naturally the newspapers will not agree to this proposition as the public might feel that the payment of money to a newspaper in this way might possibly result in its coloring the news in favor of a certain club.

And so the solution of the question remains up in the air.

Now for the baseball managers' side of the question. The men with whom I talked are all fine, fair-minded fellows—keen, clean-cut, quick to grasp an idea, straight-to-the-point—typical high-grade executives all. B. B. ("Ban") Johnson, President of the American League, says:

"While there seems to be an impression in some quarters that public interest in baseball is on the decline, I do not share that

belief, but am confident the opposite is true. During the last ten or eleven years there has been a tremendous increase in enthusiasm for the nation's game, not only throughout this country, but in all parts of the enlightened world, and I confidently expect that interest to continue to spread and develop.

"The present season is an off-

newspapers I would not say the public was losing its interest in general business.

"This has had its effect on baseball. People are spending less money, and amusement is the first to feel such curtailment, but it is not true that people are taking less interest in the game of baseball, if my observations are true.

The sporting page of a newspaper still is the first to which hundreds of thousands of people turn. The players' fraternity has been a deterrent influence on account of its effect on the actions of the players in public, which is a thing of vital importance to the sport.

THE POWER OF NEWSPAPERS

"As to criticism by newspapers affecting public sentiment adversely. Undoubtedly it does. Newspaper criticism affects every enterprise, public or private, large or small. The newspaper to-day is the greatest power in the development of public sentiment, favorable or adverse, that the world has ever known.

"My answer to your question as to whether the competition of three leagues will hurt or benefit the game is this:

"The manner in which the Federal League is now being

conducted is bound to hurt baseball. Clean, sportsmanlike competition always has been and will be the life of any sport. Keen rivalry is its very keystone. But the disturbances that have occurred in baseball of late—the breaking up of teams, to which the patrons of different cities had become attached by civic pride—naturally has had an influence on the public.

Give Your Boy the Treat Your Dad Gave You

Your boy plays baseball at school, and on Saturday afternoons with the boys of the neighborhood.

Remember when *you* were a boy?

Remember the left-hand pitcher—and you fellows nicknamed him "Hecker," because Hecker was a great southpaw in those days?

Remember the skinny boy who could cut up like Arlie Latham?

Remember the fat boy who pitched, and you nicknamed him "Kusie?"

Remember how *your* dad took you to see the games? Shut your eyes and think of it now—you almost trembled with the excitement of going to a real topnotch ball game, the envy of every other boy who couldn't go?

Sometimes we men get so engrossed in business that we really lose our own grip on our own boyhood days—

Just because we don't "pal" with our own boys. Ask your boy to-night what he'd rather do tomorrow, on go to the game.

Then take him—take his chums, too, if he asks you to. Maybe *their* dads aren't oldtime fans like you.

Baseball is our *only* national game. It means a lot to your boy—and it's going to do a lot for you in the way of recreation and awaken your interest in things—if you take him occasionally.

Tomorrow morning telephone the ticket man and get your oldtime favorite seats.

And don't forget to take that boy. Once in awhile you may forget the game, just with watching him and remembering—sort of seeing yourself all over again at his age.

But *he* wouldn't miss a move in the game. You didn't, at his age.

Take the East Side "L" to the Park. Game called at 3:30.

The Standard League

WILBUR D. NESBIT'S IDEA FOR ONE OF A SERIES OF BASEBALL ADS TO MAKE NEW FANS

year in the business of baseball, but that must not be confused with the sport itself. A decrease in patronage, which has given rise to the impression that the game might be on the decline, is due to a variety of causes. It is a year of general business depression. The country appears to be 'marking time' and awaiting developments, but judging from the

It is bound to be so in periods of disturbances when players are tempted to disregard all obligations, and to desert the clubs and patrons to which they owe the loyalty that is vital to real sport. This was true in the brotherhood war of 1890, and in lesser degree during the strife between the American and National Leagues in 1901 and 1902. In the latter period such disturbances were reduced to a minimum by a strict regard for contracts by mutual agreement between the rival leagues.

"Allowing for the decreased patronage caused by business depression, it already has been demonstrated that there is not room for three leagues in any given territory. This makes it impossible to shape up non-conflicting schedules to avoid confusing public interest. There are not enough ball players of major league class and ability for three leagues. There were not enough developed to supply the demand of two such leagues, and unless the game can be kept up to the high standard to which the public has been educated, the patrons are quick to detect the difference.

HOW CAN NEW FANS BE DEVELOPED?

"Answering your question as to how persons not interested in baseball can be developed into fans. This can be done in the same way that public interest is developed in any other thing; through newspaper and magazine articles written by clever men, and of such merit that they are read by persons not personally acquainted with the sport; through the influence of friends and acquaintances, and by occasional special features such as ladies' days.

"As to whether baseball should be advertised the same as any other business. Undoubtedly baseball should be advertised, but not the same as a business. That would be both impossible and unwise; the public's interest is in the sport, not the business of baseball. A merchant is able to advertise an especially attractive

or excellent line of goods for a certain day or week, and deliver the goods, but the baseball man cannot know in advance when his most attractive, exciting and interesting games are to be played, and it is the game more than the performer that really interests the public. *Still there is room for much improvement in the advertising of baseball which has not kept pace with the great strides made by the game itself.*

"As to the methods we now use to sell baseball to the public. In so far as possible we use the same methods used by other dispensers of wares—by making them as attractive as possible to buyers; by presenting teams as nearly matched as possible in ability so as to insure the keenest competition; by conducting the games in an atmosphere of clean, wholesome sportsmanship which the American public demands, and by making all the surroundings as comfortable and pleasing as possible by means of well-kept grounds and modern plants."

Each club in the American League, like those in the National and Federal Leagues, attends to its own publicity work. The American League clubs run small advertisements in the amusement section of some of the big city dailies, and also in the sporting papers. Figure 1 shows a typical advertisement of the Chicago "White Sox" that appeared in the *Chicago Tribune*.

THE VIEWS OF THE "CUBS" CHIEF

Charles H. Thomas, president Chicago National League Baseball Club ("Cubs") says: "Personally I consider that public interest in baseball is as great as ever. It is true that in the spring of this year gate receipts fell off. This I attribute to the starting of the Federal League. The Federal League had been exploited in a theatrical way and naturally people went to the Federal park to see what it was all about. However, after the Federal League had played the first few games, the gate receipts of the 'Cubs' began to pick up and are now about back to normal.

"The public wants to see good baseball and naturally flocks to the team that is winning. As the 'Cubs' are winning right along they are now drawing as big crowds as ever. The recent unpleasantness in connection with the old management of the 'Cubs'

COMISKEY PARK 35th and Shields Ave.
BASEBALL PALACE OF THE WORLD.
BASEBALL TODAY.
WHITE SOX vs. ST. LOUIS
TWO GAMES: Morning Game at 10:30
Afternoon Game at 4:30
Reserved seats on sale at the Ball Park. Tel. Yards 125.

FIG. 1—THE CONVENTIONAL PAID ANNOUNCEMENT

undoubtedly hurt for a while, but it has now blown over and conditions are back to normal.

"Undoubtedly newspaper criticism hurts at times, particularly with stories based on the bringing of suits. The public does not like this state of affairs. It hurts the game and kills the sport element by putting it on a money basis.

"As to methods for increasing public interest in baseball. Personally, I think that we are doing everything possible. Yet we are open-minded, and are at all times willing to consider suggestions for improvement in our methods.

THE KIND OF ADVERTISING NOW DONE

"At present the 'Cubs' are spending \$2,500 a year for advertising. This, of course, is the 'Cubs' alone. Each club in the National League attends to its own advertising. Our advertising takes the following form:

"Display advertisements averaging 50 lines each, single column, in the sporting papers such as *Sporting World*, *Sporting News*, *Sporting Life*, and the like. Figure 2 is a typical advertisement run in these papers.

"Ten-line advertisements run in the amusement sections of seven Chicago papers.

"We also use posters on the front of 'L' trains that pass the 'Cubs' park, and enameled signs at the stations, reading, 'Cub Ball Park. Leave Train Here.'

"Recently we bought space in the amusement bulletin boards placed in Chicago hotels, where our advertisements appear in connection with theatre advertisements. We consider this of value in appealing to transients.

"Whenever I meet a man, who is not a baseball fan, I endeavor to interest him in the game by giving him a free sample of the goods in the form of a pass to the game."

FEDERAL LEAGUE OFFICIAL FAVORS
BETTER ADVERTISING

Charles Weeghman, president Chicago Federal League Baseball Club ("Chifeds") says: "Most certainly I believe in advertising baseball. Ball games can and should be advertised by the same basic methods used to exploit a line of merchandise. When the 'Chifeds' played their opening game we ran a 217-line by five col-

SEE CHICAGO'S ALL STAR "CUBS"

Play at Home at Chicago
National League Base
Ball Park

POLK AND LINCOLN STREETS

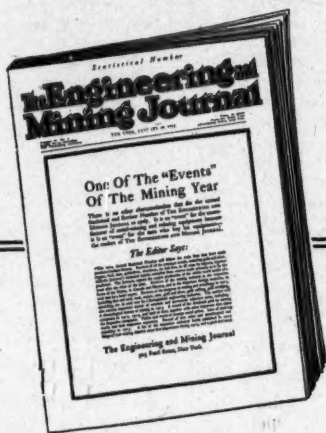
3 p. m. Daily

With Cincinnati, June 29, 30;
July 1, 2.
With Pittsburgh, July 5.
With Boston, July 8, 9, 10, 11.
With New York, July 12, 13,
14, 15.
With Brooklyn, July 17, 18, 19.
With Philadelphia, July 20, 21,
22, 23.

FIG. 2—COPY SHOWING A STEP AHEAD FROM THE OLD STYLE: SEE FIG. 1

umns advertisement to announce it to the public.

"We also run frequent 50-line display advertisements in the Chicago sporting papers, and ten-line



The Big Paper In Every Mining State In The Union

This is why—if you were to put the circulations of every other metal mining paper in this country together—you would not have the effective buying influence you reach through the Engineering and Mining Journal alone.

In every mining section, north, south, east and west, The Journal goes to practically *all* the men who have the actual say-so in buying at the mines, refineries, and smelters—and goes to them as their first choice.

If anyone ever tells you differently, make them *prove* what they say. Then ask us to prove what we say.

You will find the results valuable.

HILL PUBLISHING COMPANY
505 Pearl Street New York

Also Publishers of American Machinist, Power, Engineering News, and Coal Age, all members of the A. B. C.

From the New York Globe

Saturday, July 25, 1914

Advertising Talks

By William C. Freeman

Printers' Ink celebrated its 26th anniversary this week. John Irving Romer, for many years an advertising director, is the editor.

George P. Rowell, who was an advertising agent with ideas far in advance of the times in which he labored, established the publication.

It has always been a big factor and a great influence in the world of advertising. To-day it is a greater factor than ever, wielding a powerful uplift influence.

Every issue gives those of us engaged in advertising work some very valuable information. It is really an encyclopedia.

Advertisers are helped by it as much as are agents, writers and salesmen.

The reason it is valuable is because Editor Romer opens up its columns to men who are willing to give their fellows the benefit of their experiences. No man engaged in advertising work

is big enough to hold a first mortgage on all of the good ideas. No big man in any line of work thinks he knows it all. He is willing and anxious to learn from others.

While Editor Romer and his associates have definite ideas and opinions of their own, and while they have a policy which they rigidly adhere to, nevertheless they permit the fullest discussion on all subjects of advertising.

They do draw the line, however, and very properly so on printing anything calculated to minimize or lower the standards of present day methods.

Printers' Ink stands unequivocally for advertising integrity—for betterment in advertising in all lines—and it has stood like a rock for sane, constructive development of the business. It has stood back of the Advertising Club movement, helping to build it up to its present high standard of efficiency.

It is a prosperous, powerful, useful publication.

Long may it live!

advertisements in the amusement section of the Chicago daily newspapers.

"On special occasions we use larger space. For example, Sunday, July 5, was an 'off' day for baseball owing to all three leagues playing games on that day, and to a game having been played on the preceding day, the Fourth of July. We met this condition with a 100-line by two-columns advertisement in the Chicago newspapers (Figure 3). While these advertisements by no means filled up our park, which was not expected owing to the competition of the other leagues, they drew a satisfactory crowd—much larger than was expected.

"We use poster advertising to a considerable extent, concentrating our efforts on the north side of Chicago where our ball park is situated.

FREE DAYS AS ADVERTISING

"Another way in which we advertise is by means of special free days for school children. Our free days are given to children in grade schools, parochial schools, and orphan asylums. For example, July 14 was 'Orphans' Day.' This plan is not confined solely to Chicago—it is operated throughout the entire country. We plan to have children as our guests on two or three days of each week. Schools are invited to write to the Federal League and arrange dates to suit their convenience. The children of to-day are the fans of to-morrow. This we consider is good educational work."

From the foregoing it will be seen that all three leagues are already using advertising of a sort to pull patronage their way. Their advertising methods are all right as far as they go, but it seems to be the sentiment that these don't go far enough. With the exception of the Federal League, no systematic effort is being made to develop new fans; and even the Federal League is not doing the work of fan-development as thoroughly as it might be done. The future market is left too much to itself.

That large numbers of new fans must be developed in order for the three leagues to operate to the limit of their possibilities is made obvious by the fact that most week-day games are played to only one-third to one-half seating capacity of the parks. It is only on Sundays and holidays that games are played to anything like full seating capacity.

A POSSIBLE CUE TO THE WHOLE SITUATION

This condition gives the cue to the entire situation. The very fact that full seating capacity is obtained only on holidays shows that the bulk of the present fans are made up of the employee class. The employer class as a whole does not have to confine its days "off" to holidays; it can, with few exceptions, take afternoons off at almost any time. Consequently this is the class that must be looked to to fill up the parks on week days.

This, as several advertising agency men pointed out to me, could be accomplished by means of a campaign of education aimed at the independent and semi-independent classes. There are thousands of persons in every city who are not yet sold on the idea of attending ball games. As they express it, they "see nothing in baseball to become excited about." Baseball has dozens of appeals that can be used to develop these non-fans into fans. A few of them are: Civic pride in the home team; the spirit of competition which is deeply rooted in every normal human being; the appreciation of skill in others; relaxation from business; the social element, and so on. A systematic advertising campaign based on the many points of appeal in baseball would undoubtedly develop thousands of new fans and do much toward filling up the parks on week-days.

BASEBALL "BOUGHT" INSTEAD OF "SOLD"

Thus far no systematic effort has been made to sell baseball to the public in the way that other service and merchandise is sold. Instead, the public has simply

been allowed to buy. And there's a great difference between filling orders and selling goods.

In the early days of the automobile, automobile manufacturers quickly exhausted the existing market of persons who were ready to buy. Realizing this they

educating—people to the merits of baseball just as automobile manufacturers educated people to the advantages of owning an automobile. This can be done by means of a systematic advertising campaign aimed at the non-fan class. Baseball as a whole should be

thoroughly explained—particularly the fine points—rather than talking about the players, for, as "Ban" Johnson says, "the public is more interested in the game than in the performers." The reason why many people see nothing in baseball is because they do not thoroughly understand and appreciate the skill required to play it.

AGENCY "PLAN" MAN'S SUG- GESTION

One "plan" man in an agency suggested that the ideal plan would be for the three leagues to get together and jointly operate a campaign of education. Anything that creates new interest in the game would benefit them individually, he held. Apart from developing new crops of fans, this procedure would

do a lot toward winning and cementing the good will of present fans who are growing tired of the bickering between the leagues. The day of tooth and nail scrapping among competitors is past. Harmony and co-operation is now the rule. It gets more in the end.

The "plan" man said further: "If strongly competitive firms throughout the United States can

FEDERAL LEAGUE



JOE TINKER, Mgr.
of C. C. Chicago.
Known as the
World's Greatest
Shortstop.

Today at 3 P. M.
at WEEGHMAN PARK—North Side
Kansas City vs. Chicago

The liveliest game of the day will be contested between Tinker's Tots and Stovall's Packers at Weeghman Park, to-day, 3 P. M. There'll be a big crowd to greet you and you're sure to see a real Ball Game.



GEO. STOVALL,
Mgr. and 1st B.
Kansas City.
The Fire Brand of the
Federal League.

The Fastest Playing Major League of the Season

The Federal League is playing "faster" and "closer" ball than any other Major League this season, and your own Chicago Feds are sure to be the Pennant winners. If you enjoy good ball and want to see a fast game, be a "Fed" fan and join us at Weeghman Park to-day!

The Chi-Feds Are at the Top Pull for 'em to Stay There

Thousands of loyal fans will be there to see them. You should be there. You'll miss a good game if you're not.

5c Fare From All Parts of the City

Universal transfers on "L" trains and surface lines bring you direct to the Park—at Clark, Addison and Sheffield. Tickets on sale at the Ball Park Sunday. Phone Wellington 6350.

A Band of 50 Pieces and Singers to Entertain You

FIG. 3—HOW THE NEW FEDERAL LEAGUE USED DISPLAY SPACE

started a systematic campaign of education. They talked not so much their individual cars as the advantages of owning an automobile. They systematically educated the public to the use of automobiles.

Baseball is now in the same stage. The existing market is exhausted. Increase in patronage can be obtained only by selling—



McGraw Publishing Co.
Inc.

239 West 39th St., New York

Electric Railway Journal
Electrical World
Engineering Record
Metallurgical and Chemical
Engineering

Members of the Audit Bureau of
Circulations

Pure Advertising in the McGraw Publications

The policy of maintaining the readers' confidence has always applied to the advertising pages as well as to the text. Two basic principles underlie the acceptance of advertising copy:

- (a) Advertising copy must not be misleading.
- (b) Advertising copy must not transgress the rights of others.

The principal rules for applying these principles are:

- 1—The McGraw Publications will not publish advertisements which tend to mislead the reader.
- 2—The McGraw Publications will not publish advertisements which tend to discredit a competitor.
- 3—The McGraw Publications will not publish advertisements featuring litigation or embodying patent decisions which are not the verdict of the highest court.
- 4—The McGraw Publications will not publish advertisements which adversely refer to any individual or organization specifically.
- 5—The McGraw Publications will not publish advertisements mentioning another advertiser by name or which feature products not strictly in the field of the publication.
- 6—The McGraw Publications will not publish advertisements which it believes are opposed to the best interests of the advertiser or of the industry.
- 7—The McGraw Publications will not publish advertisements which embody any proposition incompatible with high standards of business conduct.

This is not a complete code. Specific cases require individual consideration; but always the object is to utilize the full power of pure advertising—first for the good of the reader, secondly for that of the advertiser and, thirdly, to help the publisher efficiently to serve both.

bury the hatchet and get together for the purpose of freely exchanging credit information regarding their customers; if close competitors for foreign trade can combine efforts to develop foreign markets; if competitive insurance companies and competitive lumber companies can join hands in operating educational campaigns—and all of these things have been done with great success—surely the baseball leagues can follow the blazed trail.

"But if this combination of effort is impossible at this stage, there are still great possibilities for the league that will undertake this educational work by itself. Or if one of the leagues does not feel inclined to undertake the work in a national way, then one of the clubs could try it in a local way.

"Baseball advertisements of this nature could be run two or three times a week in towns where the league or club plays regularly; or, as an alternative, only on the days when games are to be played."

BUSINESS MEN ASSESS PLAN WOULD "GO"

This plan for developing new fans by educating them to the game through advertisements was submitted to eight typical business executives. Only one of the eight doubted its success, and he is an ex-big-league player. The others enthusiastically endorsed it. A typical answer was made by G. S. Noble, patent attorney, Chicago, as follows:

"I attend ball games occasionally, but am not what might be called a fan. I fail to see anything exciting in baseball, particularly in the spectacle of twenty or thirty thousand able-bodied men watching eighteen men work hard. And my attitude is typical of lots of men I know. Possibly my attitude is because I do not fully appreciate the fine points in baseball. I certainly think that a well-written series of advertisements would do a lot toward developing new fans, and, as I am open to conviction, they might develop me into a fan."

W. D. Nesbit, vice-president,

The Mahin Advertising Company, Chicago, says: "Most certainly baseball should be advertised to the public. The main reason for lack of attendance at most games is that no attempt is made to sell baseball to the public. The public is simply allowed to sell itself. Undoubtedly the way to advertise baseball is to let the fans alone, as they are already sold on the game, and to appeal to the non-attending class of men and women by means of well-written display advertisements."

EDUCATION NEEDED ON FINE PLAY- ING POINTS

F. A. Bringolf, ex-first baseman in home-town leagues, says: "I think the idea of advertising baseball is fine. Many more people would attend ball games if they thoroughly understood the fine points of the game. They see nothing to baseball simply because they are not educated to it. I know of no better way to interest the better class of people than by means of display advertisements. I feel sure this plan would pay."

E. W. Parsons, advertising manager of the *Chicago Tribune*, says: "There are great possibilities in advertising baseball. Undoubtedly a systematic campaign of education by means of newspaper advertisements, say 125 lines by three columns, would develop thousands of new fans. Advertisements based on the sport element and the home-town instinct would, I feel sure, pay particularly well."

Harvey T. Woodruff, sporting editor, the *Chicago Tribune*, says: "No ball club has ever attempted a publicity campaign as commercial enterprises do. As this is an 'off year' in baseball, and in view of existing conditions, it ought to be well worth the experiment."

Conditions were never more favorable than at present for a campaign as outlined. There is plenty of time this year for, as Ty Cobb recently said, "Take my word for it that no pennant campaign ever ends the last of June. There are three long months of batting ahead, and much may happen in that time."

Says National Advertisers Are Amateurs

That Is, Amateurs at Advertising, but Experts at Manufacturing—This Explains Why Agencies Sometimes Play Upon Their Credulities and Solicit Accounts in Spectacular Fashion

By Frank Finney

Of Street & Finney, New York

[EDITORIAL NOTE:—This article is a reply to a letter from PRINTERS' INK asking for views upon methods of agency solicitation. It arrived too late for inclusion in the symposium, published in the issue of July 23, entitled, "What Are the Right and Wrong Ways of Agency Solicitation?"]

THE wasteful solicitation of advertising agents is caused by the advertisers themselves. The average national advertiser is an expert at manufacturing and an amateur at advertising.

Not being an expert at advertising he will not be competent to select an agency. Therefore the agents are forced to resort to

all sorts of ridiculous extremes to sell these advertisers. Once in a while they find an advertiser employs an advertising manager who has had experience with a large number of agencies and who realizes the foolishness of most of the devices resorted to by agencies to sell themselves.

For example: the agent is forced to make a show with palatial offices; is forced to hire expensive men whom he can "stage"; is forced to make a show of large organization; is forced to get one or two big, well-known accounts at any cost to impress the advertiser; is forced to spend about 75 per cent of his income to sell his service and 25 per cent to give service; is forced to submit costly plans, etc., etc. The wonder to me is that agents make any money at all.

If I were selecting an agency, I would first find out if the head of the agency himself is an all-round, thorough advertising man who can write copy and get up an advertisement complete, select

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

media, buy space and do every part of the work in an agency himself and do it better than anyone else in his agency. For if the head of the agency is not an expert copy writer himself, how can he be an expert judge of copy? The same is true of all branches of agency service.

Then I would find out if the head of the agency himself is a merchandiser of such skill that I would be glad to make him sales manager of my business.

I would then take the few agents that could qualify and put them under observation for a week each, after the fashion of one clever Conde Nast.

I would submit the head of the agency to all sorts of tests and temptations to "find him out." The weaknesses and power of a man will "out" if you are with him long enough.

Most advertisers expect you to appear before their board for half an hour and in that 30 minutes sell yourself to it, which is proof that the average advertiser is not expert in selecting an agency; for it would take rare intelligence for these advertisers to be able to size up a man and his agency in 30 minutes.

I would not submit anyone in the agency to observation except the head, because, "As the head of the agency, so the agency." The birds under the head bird will be of the same feather. An agent is just an employee. He should be selected as an employee is selected.

When advertisers learn enough about advertising to adopt some such policy as this in the selection of agencies, they will get the genuine agency article on their accounts; the expensive solicitation foolishness will be gradually eliminated and all agencies will gradually put more and more money into giving service and less and less into selling their service and all advertisers will get a 75 per cent service instead of a 25 per cent service.

Some agencies are giving 75 per cent service now, but they are few and are not prospering. They will be forced to give it up

unless advertisers will take a hand and adopt a new system of selecting their agencies.

The advertiser suffers most from this wasteful solicitation. Being the cause of it, it is within his power to stop it. Will he do it? No! Not until he learns more about advertising.

Plan to Increase Sale of Shirt Studs

Through the Styles and Advertising Committee of the American Retail Jewelers' Association, it is expected that an effort will be made to induce shirt makers to substitute buttonholes for buttons on certain lines, notably soft shirts, in order that the sale of shirt studs may be increased.

The resolution passed at the recent convention of North Carolina retail jewelers was as follows:

"WHEREAS, The manufacturers of men's shirts, and particularly the soft or outing shirt so generally worn, sew pearl buttons on all their product in a way that makes the wearing of studs in these articles impossible unless the wearers have special buttonholes made, and

"WHEREAS, This custom in making shirts interferes with and prevents the sale of a large number of gold and other studs by retail jewelers, therefore be it

"Resolved, That this association ask the American National Retail Jewelers' Association to lay these facts before its Styles and Advertising Committee in order that the latter may see if something cannot be done to make the use of studs in all shirts popular again."

Campaign of Electric Interests

A number of Ohio electric companies, especially those in the smaller cities, where newspaper space is comparatively inexpensive, are using the advertising service and copy furnished by the Society for Electrical Development, of New York. The copy is well handled, and of an educational nature, and the slogan of the society, "Do It Electrically," is prominently featured.

Practically all of the companies using this copy state that they have had excellent results in the shape of inquiries and new business. Some of them use the emblem of the society in their advertising as well as the slogan referred to. The emblem is in the form of a keystone, with the words "Service," "Economy," "Safety" and "Efficiency," the name of the organization and the motto.

New Peter's Product

In each cake of Peter's Milk Chocolate is enclosed a card which offers a free sample of Peter's Breakfast Cocoa. The card is illustrated with a picture of the can of cocoa.

Advertisers now using Collier's are receiving from \$.10 to \$1.50 per line better value than that offered by any of the 45 national magazines that guarantee their circulations. And from \$.47 to \$1.60 better value than that offered by 9 of the magazines that do not guarantee their circulations.

All Collier statements are computed from the NET PAID circulation figures which are published regularly in the table at the bottom of this page.

Six more issues at the \$3.00 rate.

COLLIER'S

THE NATIONAL WEEKLY

M. G. F. Hammesfahr.

Advertising Manager

COLLIER'S CIRCULATION ISSUE of JULY 4th

Copies Printed 774,000
The difference between "Copies Printed" and "Gross" consists of imperfect and reserve copies.

Gross 766,771
The difference between "Gross" and "Net" consists of agents' samples and returns.

Net 761,181
The difference between "Net" and "Net Paid" is our Complimentary List.

Net Paid 749,666
Member A. B. C.

Collier's, during 1915, will print eight short stories by Sir Arthur Conan Doyle (the author's entire output).



The Des Moines Capital

Has Decided to Exclude All Medical Advertising

Several years ago The Capital started a censorship of medical copy, and during that time has been carrying on the process of elimination. The Capital has now decided to accept no medical advertising whatsoever. There are not a half a dozen medical accounts now running in The Capital, and these will be excluded at expiration.

In addition to The Capital's medical policy, The Capital has a strict censorship over local advertisers and its classified columns. A very considerable amount of business that was readily accepted in former years is now refused as undesirable. The Capital's entire policy of watchfulness is in an effort to gain the confidence of its readers by publishing only truthful and honest advertising, and by publishing a clean, high-grade family newspaper.

These national advertisers use The Capital exclusively in Des Moines.

C-B Corsets
 Kayser Gloves
 Shredded Wheat
 Campbell Soups
 Munsing Wear
 Chalmer's Porosknit
 Martin-Howe Coal Co.
 Boot & Shoe Workers' Union
 Crossett Shoe
 Imperial Underwear
 Niagara Maid Gloves
 Diamond Tires
 Crystal Domino Sugar

Racine Shirts
 Nestle's Food
 Gillette Razors
 Patterson Seal Tobacco
 Ide Silver Collars
 Bestwall Mfg. Co.
 Piper Heidsick Tobacco
 Rumford Baking Powder
 John Ruskin Cigar
 Tuxedo Tobacco
 Canadian Northern S. S. Co.
 United Shirt-Collar Co.
 Ivory Soap

The Capital has twice as many exclusive general advertisers as all other Des Moines newspapers combined. Many of these advertisers have used The Capital for many years without interruption. These advertisers are shrewd buyers of space, and have thoroughly examined the Des Moines newspaper situation before placing their accounts. Most of them are able to check results, and hence are satisfied with the productivity of The Capital's advertising columns.

Without a Single Month's Exception, the Capital Has Published More Local Display Advertising in the Last Five Years Than Any Other Des Moines Newspaper

and it should be remembered that The Capital is published but six issues a week, and two of its competitors are published seven issues a week.

Below we give some of the important advertising and circulation figures for the past six months:

Six Months' Total Advertising

Comparing the Six Issues a Week for The Capital With Seven Issues for Two of the Other Papers

	Capital.	2nd Paper.	3rd Paper.	4th Paper.
January	28,647	28,459	26,067	22,502
February	25,161	26,831	23,081	20,720
March	35,879	40,451	33,211	27,597
April	34,576	33,022	30,742	25,496
May	37,090	37,406	31,229	26,380
June	32,884	30,395	29,233	23,761
Totals	194,237	196,564	173,563	146,456
	6 Issues a Week	7 Issues a Week	6 Issues a Week	7 Issues a Week

If objectionable copy accepted by others is deducted from the Second Paper, The Capital's total is greatest.

26,217 Inches More Local Display Advertising in First Six Months of this Year Than Any Other Newspaper.

	Capital.	2nd Paper.	3rd Paper.	4th Paper.
January	19,087	13,166	15,224	14,369
February	15,542	10,998	12,047	12,497
March	24,052	19,744	19,022	17,660
April	22,195	14,499	17,285	16,759
May	23,409	19,090	18,992	17,881
June	20,979	13,272	16,477	15,878
Totals	125,264	90,769	99,047	95,044
	6 Issues a Week	7 Issues a Week	6 Issues a Week	7 Issues a Week

Department Stores' Advertising During Past Six Months

Capital	40,984 inches in 6 issues a week
2nd Paper	13,509 inches in 7 issues a week
3rd Paper	27,350 inches in 7 issues a week
4th Paper	22,673 inches in 6 issues a week

The Des Moines Capital

LAFAYETTE YOUNG, *Publisher*

Des Moines, Iowa

O'MARA & ORMSBEE, *Foreign Representatives*
New York and Chicago

Why not durability as well as economy?

¶ Your catalog should hold together when opened by your customer. We have met this condition with our **RADIUM FOLDING ENAMEL**.

¶ Radium Folding Enamel does not Crack or Break when Saddle-Stitched.

¶ **RADIUM FOLDING ENAMEL** is pure white with superfine finish and is within the reach of all who believe good reproduction sells merchandise.

¶ **RADIUM FOLDING ENAMEL** basis 25 x 88—80 lb. will average 25 points test on Mullen Tester.

¶ Quality printers buy **RADIUM FOLDING ENAMEL** where paper is left to their discretion. This is the best evidence of printing quality.

¶ Send us your specifications so we may make your dummies and give you all the facts about our **RADIUM FOLDING ENAMEL**. Printed samples sent on request.

Birmingham & Seaman Co.
Tribune Building, Chicago

New York Milwaukee St. Louis Cincinnati Detroit

Fear That Makes You Act

Yes, It's a "Negative Argument," but Often It's the Only Specific to Save a Drowning Campaign—Why the Negative Argument Isn't Always Bad Business—Examples in Current Copy.

By W. Livingston Larned

THERE is a sharp cry of fear! The rear right wheel of a big touring car crunches and grinds and splinters into an unrecognizable mass against the curb. For one palpitating moment a woman and child seem suspended in mid-air and, at the expiration of another, lie motionless in the midst of a steaming chaos of metal and wood.

"Gee! It's lucky I've got my kodak!"

A slender young man, in the car behind, springs lightly out upon the road, as his companion's machine swerves away from the wreckage and comes to a grinding halt.

The man with the kodak, his eye trained to picture values, snaps at least three views. Then he runs nearer through the rain and mud.

A crowd is collecting.

"What do you want a picture of that for?" the amateur photographer's friend inquires.

And the answer is laconically given:

"Next ad for our 'K. and L. Anti-Skid Chain.' This'll make 'em sit up and take notice. That was a peach! I've been trying to get the *real thing* for months." The amateur photographer was one of the most versatile and creative copy writers in this country. He is noted for unconventional procedure. His fame and fat salary have been built on his invariable custom of never doing what the other fellow does. When he wishes to hang an advertising story on a peg it's the peg around the corner. He doesn't have to knock somebody else's hat and coat off to get down to work.


And the startling part of the in-

cident is that this copy writer is ninety-nine and a half per cent opposed to negative advertising. His profanity becomes classic when he discusses the average "negative appeal."

He is positively rabid in his contention that it is "poor business" to frighten one thousand persons out of riding in automobiles *at all*, in order to sell, say, two or three sets of anti-skid tires. His pen seems to glisten with liquid optimism. His brilliant schooling has taught him that more people will buy an article because of the good in it than there are who will be persuaded to buy the same article because of the peril, sudden death and disaster following in the trail of the non-user.

But *fear*, as a booster of business, is an invaluable asset (some-

Are You Aetna-ized?



A PERSONAL QUESTION

**Who will care for your loved ones if
You are accidentally injured or killed?**

They live to-day through your efforts.
Who will take care of them on a fatal to-morrow?

AN AETNA ACCIDENT POLICY

will protect your income and theirs when your earning power
ceases through accidental injury. To be fair to yourself—be fair
to your family by to own an Aetna Accident Policy.
Write today for full information. The nearest agent.

ONE OF AETNA'S SERIES

times). Even the chronic stand-patter against it is willing to accede as much. Kind words may keep little Willie on his good behavior for a protracted spell, but the omnipresent mental suggestion of a slipper in the closet, or a switch on the sitting-room mantel, clinches the matter. An account will go merrily on its way for many years, living up to live expectations and conventional re-

quirements and then, for some unexpected and inexplicable reason, results will get a bad attack of the "sleeping sickness."

A doctor should be called in without delay. That account needs



The Trained Man Has Money He Can Always Pay His Bills

IT is a different story with the trained man. His wages at the best are small and uncertain. At the end of the month he often finds the pocketbook empty, with the landlord, grocer, butcher, baker, and other creditors clamoring for their money. The only difference between the man with ability to command a large salary and YOU is special training—I.C.S. Training. The International Correspondence Schools have had twenty-two years' experience in guiding men for larger salaries and more congenial occupations. It makes no difference how long leave you have to work, or how little schooling you have had, the I.C.S. can train you in your chosen line right in your own home, at small cost. There is nothing remarkable about it. Simply mail it on the attached coupon.

INTERNATIONAL CORRESPONDENCE SCHOOLS

International Correspondence Schools, Inc., 1915 North 10th St., Philadelphia, Pa. 19107. Write for Catalogue.

RESULTS HAVE PROVED THE EFFICACY
OF SUCH COPY AS THIS

some "pep." It has collected a side-line of moss and verbal barnacles and will die on your hands before you know it. The entire copy force in an all-night session fails to concoct the successful formula. There's where the baffling mystery of the undertaking comes in. The most polished argument, the most sensible illustrations that the most individually perfect and ingenious minds can devise may drone along dismally in the current magazines, without creating a ripple. We will not attempt to explain this—no one can. It is as stolid as the Sphinx.

Ask why a stupid, inane and altogether asinine little three-inch advertisement with a ridiculous illustration by the second vice-president's grandson will "pull" like "sixty." There's no answer. Such ads just "sometimes do," that's all. If the rule were inflexible and infallible, our great

advertising campaigns would be put together at Matteawan.

The "Fright Campaign" comes along as a dash of timely "seasoning." It is the pepper-pot of publicity. It has a way quite its own of putting new life into old campaigns. It makes the reader smack his lips over the same bill-of-fare. Its general effect is not unlike that of suddenly striking a raisin in a cake or a clove in a stew.

WHAT AUTHOR OF SOME "NEGATIVE APPEALS" THINKS

We have had the pleasure of talking with a master-hand at "negative appeal." He gave us three concrete and highly entertaining examples of legitimized "scare" campaigns. He was responsible for all of them and they were all successful. Moreover they came at a time when each campaign seemed to be "drifting."

"I made an anæmic attempt to inspire sales for a certain excellent cleaning fluid," this expert declared; "any normal-minded woman should have recognized its superior virtues. It was trademarked under a guarantee, odorless, easy to manipulate, would clean practically anything, and it was economical. None of these blessings, when described in the advertising, made women buy, so I turned squarely around and peppered away at the one consistent



FORCEFULLY CALLING ATTENTION TO GUARANTEE

argument — "Non-explosive"! I showed pictures of homes burning to the ground, children in flames, closets in a conflagration and fire engines racing to prevent death and disaster. You could smell smoke every time you opened a magazine at our space. It was

the impression in some circles that we were marketing a bottled fire extinguisher.

"But that advertising *sold the goods!* We frightened women into buying it. We made them actually understand that they ran daily risks. Benzine became a national bugaboo. Gasoline for cleaning purposes became a crime against society.

"This new safety auto chain device is another example. I have tried the affable, genteel, perfect-form style of advertising. I have handled my big truths with kid-gloved hands and a sweet tongue. I have mildly suggested to the big automobile-buying public that cars are very apt to skid on slippery pavements and that people are sometimes hurt in such accidents. Some people seemed to prefer smashing their cars and breaking their necks. This peculiar and costly view-point is almost a national issue. You see, every time a professional and inborn skidder 'skids' he endangers the lives of others. If it were not for this the situation would automatically take care of itself. All fools who wish their own destruction upon themselves would have a grand 'associate-skid' in a vacant lot somewhere and edge each other off into eternity.

CHANGE WHICH BROUGHT AUTO PEOPLE TO TIME

"I resolved to cease beating around the bush. Moreover, I analogized the question in much this style:

"Everyone who drives a car knows that cars skid if conditions are conducive. Everyone knows automobilism is a bully, safe and sane sport if correctly applied; everyone knows it is dangerous to skid. Everyone knows certain precautions can be taken against skidding. Everyone knows that the illustration of a car wrecked because of cursed carelessness and the wilful and stubborn closing of the eyes against protective measures, need not damn the entire auto industry.

"I figured that if the car owner would not *see* the danger for him-

self, then I would *make* him see it. I would go so far as to frighten some men into looking out for the safety of their wives and children.

"Every time I can find a *truthful* demonstration of the peril of the slipping, sliding, treacherous tire I jump into print.

"More devices have been sold since the inception of this 'photo-proof scare campaign' than during the five preceding seasons. We have made people *think*—do you



Cut yourself. —?

Don't take a chance! It may be dangerous. 'Paint it with New-Skin.'

New-Skin

kills germs—forms a water-proof coating that allows the wound to heal, fresh and clean. New-Skin should be in every home—you may need it any moment, for little hurts, lbc, etc. at drugists, or Home Sites by mail for 25c in stamps. Address Dept. C, Newskin Co., New York. *Carry New-Skin with you*

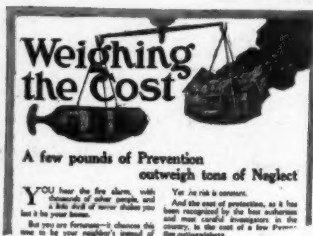
NEW-SKIN STRIKES THIS TONE
OCCASIONALLY

get that?—made them *seriously think*. We could not have accomplished this by showing safe cars. Telling the public the quality of the steel in our device wouldn't make folks turn a hair."

Several of the larger life and accident insurance companies have resorted to an artistic and commendable form of "fear" advertising. The illustrations for these campaigns have been notably awe-inspiring. Pullman cars half-buried in water at the brink of embankments, banjo signals that have sent passengers to death, homes smouldering in

tuins, poverty, grief, grim want, the shadow of dependency—all of these have the advertising photographer reproduced and so naturally, so truthfully, and with such a fine sense of the fitness of things that their mission has been a fine one.

Far too few men appreciate the injustice of leaving families behind, unprotected and in want. The telling of the "pretty side,"



ANOTHER PICTORIAL TREATMENT OF THE
SO-CALLED UNPLEASANT APPEAL

if there be one, is painfully unproductive of results. But when a thoughtless man sees the picture symbol of his *own* wife and children in want, that latent, lazy spark is fanned into life.

"I might die like that—I might," he ruminates, in the calm of his own thoughts and he—*does something!*

REAL EXCUSE FOR "SCARE" APPEAL

"Making People Act!"

There you have the real bed-rock excuse for the existence of the "scare" or "negative appeal." As applied to daily life in the little affairs, it is as old as the very stars.

In no sense is it recommended as a steady diet or an unchanging prescription. It is a tonic. It is a relish. It is the push-button of human resolve. It is a sort of pictorial punishment as sometimes applied, or in other cases a very "sassy" lecture caustically delivered. It is the court of last resort for the advertiser who has something to sell to indifferent people for their own good.

Striking comparisons may be shown in illustrations. No worth-

while substitute for the time-honored "before and after" argument has yet been put into practice. It masquerades in peacock attire, but the good old original is there just the same. Our understanding of things is rather primitive. "As plain as A, B, C," is a very excellent rule to apply to advertising illustrations.

"Here's the way you are doing it—isn't *this* a better way?" In a moment the most stupid, thoughtless person can catch the spirit of the better appeal. Negative plus affirmative. The good and the bad. The wise and the unwise.

It is shallow reasoning to claim that the picture of an overturned railway train will dissuade John Smith from taking that business trip to Kankakee. He already knows that wrecks happen in the best regulated railway families. But John is more than apt to take out a little accident policy—that wreck has been brought nearer home than ever before.

Quaker Oats Launches New Product

In large space in the women's publications, the Quaker Oats Company is announcing a new product called "Corn Puffs the Witching Food."

In one ad it was said that Corn Puffs was different from any other toasted corn food, the difference being due to the high temperature at which it was exploded much after the same manner as has been advertised in connection with Puffed Rice.

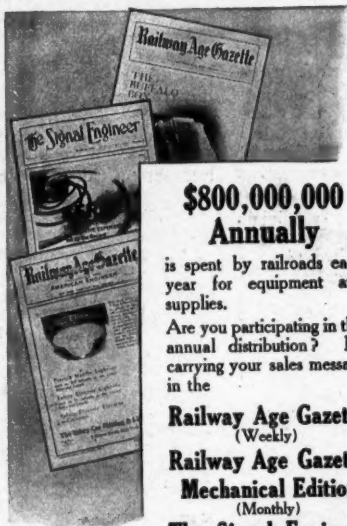
Westerner to Manage Boggs & Buhl

It is announced that Aaron Holtz, president of Holtz, Inc., Portland, Ore., will shortly become manager of the Boggs & Buhl store, Pittsburgh.

Mr. Holtz was for several years advertising manager for the Meier & Frank Company, Portland, and afterwards was associated with Olds, Workman & King, of that city.

Julian Case, former advertising manager of the Regal Motor Car Company and later of the Abbott Motor Car Company, has become identified with the advertising department of the Paige-Detroit Motor Car Company, succeeding Herbert A. Mooney.

A. W. Stetson has left the A. W. Ellis Advertising Agency, Boston, and is now with Walker, Longfellow & Co., of that city.



\$800,000,000 Annually

is spent by railroads each year for equipment and supplies.

Are you participating in this annual distribution? By carrying your sales message in the

Railway Age Gazette
(Weekly)

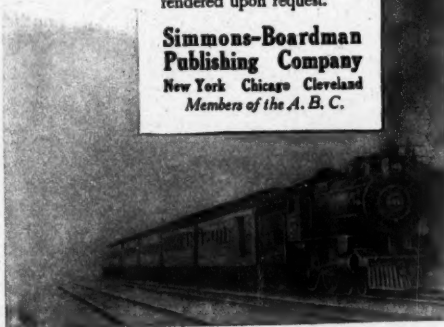
**Railway Age Gazette
Mechanical Edition**
(Monthly)

The Signal Engineer
(Monthly)

you reach the buying powers who make this enormous expenditure each year.

Information regarding rates and circulation cheerfully rendered upon request.

**Simmons-Boardman
Publishing Company**
New York Chicago Cleveland
Members of the A. B. C.



New Law Wanted on Unmailable Matter

Post-Office Department Asks for Statute Against Selling of Slot Machines, Raffle Cards and Other Devices Susceptible of Use for Gambling—Details of the Recommendations

THE advertising of slot machines, raffle cards, punch boards and various other devices which are susceptible of use for lottery or gambling purposes will be regulated by law if the officials of the Post-Office Department have their way. Marked playing cards and various devices that are advertised supposedly for the use of so-called magicians in conducting exhibitions will also come under a stricter ban if the Department can induce Congress to pass legislation that will enable the Government to censor or suppress the advertising through the mails of such merchandise.

THE CASE IN QUESTION

Urgent recommendations along this line have recently been made to the Postmaster-General by the Assistant Attorney-General for the Post-Office Department. His plea on this score is made emphatic because a recent court decision has, in effect, tied the hands of the Post-Office Department with respect to such advertisers.

The case in question was that against a Chicago house which has been selling this class of goods by mail and the Government won a decision in the lower court. However, when the case was carried to the circuit court of appeals the Government lost, the court holding in substance that marked cards, loaded dice, etc., although they are gambling devices, are nevertheless lawful subjects of commerce and that the purchase and sale of such articles where the parties fully understand the subject matter is an ordinary contract in which the seller has neither devised nor executed a scheme or artifice within the meaning of the law.

"This decision," says the As-

sistant Attorney-General for the Post-Office Department, "practically puts an end to prosecutions under the fraud statutes for the advertising and selling of cheating, gambling devices through the mails, and, reasoning by analogy, it has been held by this office that matter relating to such devices is not unmailable and that therefore a fraud order could not be issued against persons offering to sell such devices through the mails.

"While it is true that a few of such appliances are sold for the use of so-called magicians in conducting exhibitions, at the same time the usual and obvious use to which they are put is to defraud unsuspecting persons to the same extent that counterfeit money is passed upon them. I therefore recommend that the statutes be so amended as to exclude from the mails as unmailable all matter of every character relating to the sale through the mails of the devices described, to authorize the Postmaster General by means of fraud orders to forbid the delivery of mail and the payment of money orders to any person or concern engaged in the advertisement and sale of such unfair gambling devices, and to include in the penalty prescribed in section 215 of the Criminal Code all persons engaged in advertising and selling such devices through the mails."

Taking up another class of advertised articles which are frowned upon in the Department, the Assistant Attorney-General says: "For a number of years the department has been continually receiving complaints against use of the mails for advertising and selling 'raffle cards,' 'punch boards' and similar lottery schemes.

NATURE OF THESE COMMODITIES

"As a general rule these cards consist of a number of seals under which certain numbers or names are concealed and a large seal under which is the number or name which will win the capital prize. For a small sum, or with purchases of different commodities such as cigars, candy, and the like, the purchaser is

given a chance in the drawing, or, in other words, is permitted to draw one of the numbers or names under seal; and when all of the numbers or names on the board have been sold the large seal is removed and the winning number or name is disclosed. To the person holding this winning number or name there is then awarded the capital prize, such as a box of cigars, a large box of candy or whatever the particular merchant may be disposing of by means of the card. This is the most familiar type of the scheme, but while it is sometimes varied in the form of baseball games, horse races, and similar schemes, all the schemes are alike in principle and embrace all the elements of a lottery.

"While these schemes are manifestly lotteries, yet they do not become lotteries until they are actually set up and put into operation, and under the existing postal lottery statutes the department has been unable to exclude from the mails the cards or schemes themselves or matter relating to them before the scheme is actually set up by the merchant to conduct a lottery. These devices are merely the paraphernalia for conducting a lottery, and one equally as vicious as any other form of lottery, and perhaps more so in that it not infrequently incites a gambling spirit in the young and inexperienced.

"The department has for years also been receiving complaints against circulation in the mails of matter advertising slot machines used for gambling purposes; that is, apparatus in the operation of which the return of the coin deposited in the machine is dependent upon where the wheel or arrow or other indicator stops, and consequently is dependent upon chance and beyond the control of the player. These machines are designed and intended for the sole purpose of conducting a lottery and yet under existing law the devices themselves and matter advertising them for sale cannot be excluded from the mails. It is urgently recommended that section 213 of the Criminal

Code of the United States be amended so as to render unmaillable these cards and devices and slot machines and matter relating to them and that the Revised Statutes be amended so as to authorize the issuance of fraud orders against persons or concerns engaged in the sale of such lottery devices through the mails."

Post's "Business Cabinet"

When C. W. Post, the millionaire food manufacturer, died, his will was found to contain a provision allotting a certain percentage of the securities in bank to the eight members of his "business cabinet." Later it developed that this sum was approximately \$175,000 to each member.

Among those ranked as members of this "business cabinet" were Mr. Post's legal counsel, the superintendent of the box factory, a brother, his advertising manager. To these men he gave the credit of helping materially to develop the business that made him a millionaire.

There is in the action of this manufacturer a basis for some thought. If so great a business calls for the assistance of a business cabinet, made up of men in the business, the smaller businesses of the country may well take advantage of the idea.

Few men there are who will not find it to their advantage to consult with the most competent of their employees as to the development of their business. Such consideration shown to employees will develop that responsibility which makes for better help and incidentally will aid materially in the operation of the business.—*Dry Goods Reporter*.

Selling Plan to Fight Catalogue Houses

The Moline Plow Company, of Moline, Ill., has made an announcement to retail vehicle dealers which has attracted wide attention in the trade.

A separate company, known as the Tiger Vehicle Company, has been organized for the purpose of making vehicles to be sold in competition with those offered by mail-order houses, which have been selling, it is declared, 60,000 vehicles a year. It is also asserted in the ads of the company that many regular retailers have been obliged to buy from manufacturers who supply the catalogue houses, on account of the low prices made.

The new line will be cheap enough to enable the dealer to compete on even terms with the mail-order concerns, and will be sold direct from the factory, instead of through jobbers or branch houses, as most goods of this kind are handled. The new company's operations will not interfere with the manufacture of Henney and Freepont vehicles by the Moline Plow Company.

Chips and Chat

By G. H. E. Hawkins

Of the N. K. Fairbank Co., Chicago

ART is to advertising what dessert is to a good meal.

* * *

The chain-store proposition is a hard nut for the advertiser to crack, and because of that fact Philadelphia is one of the hardest towns in the United States for an advertiser of grocery specialties to handle.

There are in the neighborhood of 5,000 grocery stores in Philadelphia, of which about 800 are of the so-called "chain store" variety. These 800 stores, however, control the greater part of the trade, and are, as a rule, the better stores. They either push some brand of their own, or the products on which they are able to get the closest prices. Instead of a salesman having a chance to get acquainted with, talk to, convert and sell 250 individual store owners, he must talk to one man who buys for 250 stores; in the first case, if he was "in wrong" with a few dealers, it would but slightly affect the aggregate; now, if he is unable to interest one buyer, that buyer can practically exclude his product from 250 stores.

The only answer is pressure on the consumer through advertising, but even that is killed in a large measure without dealer support.

* * *

Some advertisers never cut their wisdom teeth until they're due for a false set.

* * *

Thank goodness, but truth in advertising is fast prevailing! In the old days of quackery and fakery, a Missouri farmer read an advertisement of a "two-dollar" fire-escape. Then he sat down and mailed a two-dollar bill.

In due time the fire-escape arrived. It was an inexpensive copy of the Bible.

* * *

There's a live wire in Minneapolis by the name of Smith

who runs a candy store and soft-drink parlor. On each of a score or more of tables is a telephone. When you want a cooling potion or a hot bracer you sit at a table, pick up the receiver and give your order, which is then promptly served. Outside the store and directly under the display window is a push button; when this button is pressed at night the whole interior of the store lights up and stays so until you release the button. While watching the performance for five minutes recently I was amused to see at least half a dozen people pause in the act of passing the closed store and "Press the button."

It is certainly a novel advertisement, and that Smith's ideas have borne fruit is attested by the fact that he does a thriving business, has a branch store in St. Paul and sells his candies for one dollar a pound.

* * *

Think more about your advertising than what it is going to cost. The thousand-dollar ad may be cheaper in the end than the ten-dollar one.

* * *

Advertisers experience considerable difficulty in checking local forms of advertising such as posting and street cars. Many, with a large force of salesmen, check through these men, but even that system is expensive, inefficient and unsatisfactory. Others check through local dealers' clerks, messenger boys, Y. M. C. A. members and the various distributors of house-to-house matter.

Some day someone is going to start a system of national checking, having reliable representatives in practically all cities and larger towns, rendering a service which will include the checking of posters, street car cards and the securing of window displays.

Hundreds of large advertisers are just ripe for such a service.

What Should the Sales Manual Contain?

Policies of Successful Advertisers in Planning Text-books and Standardized Selling Arguments for Their Salesmen—The Manual's Possibilities from an Advertising View-point

By J. C. Asplet

A WELL-KNOWN consulting sales manager in New York City was recently asked by an advertiser who felt that his salesmen were not making the most of his advertising to quote a price on getting up a sales manual that would bring out this point. Being a good salesman, he answered the question, Yankee fashion, by asking one. "Suppose," he said, "a young man on the sales force whom you were paying about \$1,200 a year came to you and said that he knew of a way to triple his sales if you would double his salary. Would it be good business for you to do it?"

The advertiser admitted it would, but asked for more light, and the sales manager continued: "I could call in your stenographer and dictate in a few hours what would have all the appearances of a good sales manual, but it wouldn't ring true to the man in the field, and it would only be fifty per cent efficient. The men would read it, they might even agree it was great stuff, but they wouldn't practise what they read. Now, if you will let me put in a few months on the road selling your paint, it will cost you a little more, but it will be many times as effective. The actual sales work I will do in the field, right under the nose of the salesmen, will prove that my methods are better than theirs, and they will anxiously await the manual which will put down in black and white just what methods and arguments I used to beat them in their own territory."

In this statement lies the reason why so many sales manuals are not maximum producers. Every care has been used to make them as complete as possible; they may

be written by one who knows the line and salesmanship "from soup to nuts," but no effort has been made to "sell" the manual and its contents to the men. This is essential, especially if the sales manual is to be used in guiding men who have been fairly successful, and who have through that success acquired a rather enlarged conception of their ability as salesmen. When the sales manual is to be used as a text-book for new men, of course it is not so vital; yet if the new men see—and eventually they must—that these methods are popular with the sales force and are being used by the most successful men in the organization, they will think a good deal more of them, and the company behind them.

Of the many methods that can be used for preparing a sales manual that will be looked upon as a sort of Bible by the sales force, one method—that used by a Western concern in the store-specialty field—has proven quite popular among advertisers who have used sales manuals to standardize sales work, and particularly to show the salesmen how to make the most out of the advertising that the company is doing to help the dealer.

GATHERING THE DATA

The keynote of this manual was the manner in which the arguments and methods were gathered. Instead of handing a manual to the men and saying, "Here is the best way to sell our computing scales; now go out and do it," all the men were asked to help get the manual up by contributing their best arguments, and so when the manual was finally put into their hands they felt that it contained a digest of the arguments which the best men were using, and as such was a good deal superior to those which they might have found successful individually.

In gathering and compiling the data, which was done by the advertising manager working in conjunction with the sales manager, a letter was sent out to the men asking for the objections which

they found most difficult to meet in selling computing scales. These objections were then compared and classified according to vocation. Next the men who were strongest in selling the various lines were asked to give their best arguments for overcoming the objections as well as the method used in approaching and handling prospects in that field. For instance, objections met with in selling fish mongers were submitted to two or three men whose sales had been strong in that line, and objections met with in selling chain stores were submitted to salesmen who had sold a great many scales to that class of prospects.

When these answers came in they were edited by the advertising manager and the sales manager, and then listed under the objection as a subject head. The most popular "approaches" were also given, as was any other suggestion for handling that class of trade. And in doing this an eye was kept open for any opportunity that presented itself where the company's advertising cooperation could be worked in.

When the book was finally handed to the men at the convention it was most enthusiastically received, because the men felt that here was something practical. If it had been prepared by either of the officials without the preliminary work—and no doubt just as good a manual could have been prepared in this way—it is questionable whether it would have met with such a reception. The salesmen would not have felt that anyone working in the office knew as much about the *actual* selling as the man on the firing line. After reading the book as prepared the feeling was: "If all these top-notchers put advertising talk to such a good use, I guess I am overlooking a bet by not getting in line." There is no getting away from such a mass of testimony.

IMPARTING THE BIG IDEA

But regardless of what a sales manual may contain; whether it gives a variety of arguments to choose from, as the one just men-

tioned did, or like that of a big cash register concern, lays down hard-and-fast rules to follow in selling, it would be centered around one big idea.

Quite often this idea will be the attitude taken by the salesman in selling the product, as is the case with a duplicating machine concern in the West which finds its sales manual helpful in getting the men to sell the machine on the strength of its business-getting possibilities, rather than so much iron, steel and type. Again the big idea might, in a sales manual for an addressing machine manufacturer, show how an addressing machine is more easily sold as a systematic method for advertising than as a cost-reducing appliance. The arguments and suggestions in such a manual would treat the selling problem from that angle. Or the idea might be so big that it discards the old methods entirely and revolutionizes the sales policy, as was the case in a sales manual issued last year by a watch manufacturer.

ONE WAY OF STIMULATING SALES

In this instance the company was hard pressed by competition. Its watches, while fully as good as any at the price on the market, were losing popularity with the dealer in the face of aggressive consumer advertising by a competitor. As the competitor's volume swelled through his advertising, he began to make better propositions to the dealer, and pretty soon the non-advertising company found it hard sledding.

As the sales began to drop, the watch manufacturer, as is usually the case, placed the blame on the selling organization. He could see no reason why sales should fall off, when he was still making a watch of undoubted value, even though a competitor was shading the price. The axe began to swing and before it had stopped a new sales manager and a good portion of a new sales force was installed.

It did not take the new sales manager long to see where the trouble lay. The men had lost confidence in the proposition and

The Gentle Art of Magazining V



IT'S no joke to take town by town from here to the Mississippi River, interviewing subscribers in every small city on the way, but our Associate Editor did it, and what the women said is now in book form—and you can have it by merely saying you want it. He stayed up every night to write his interviews, each beginning "Dear Chief"—and supposed he was writing for us only; so it was all very frank. Some of the stuff "slammed" *Today's*, rather. But we have printed it up in his own language, cuss-words and all, without trimming or editing. It's an actual study in small-town psychology. You'll chuckle over it—send for it!

461
FOURTH
AVENUE

Today's
Magazine for Women

NEW
YORK
CITY

GOLF ILLUSTRATED

& OUTDOOR AMERICA

MAX H. BEHR, Editor

A GOLF MAGAZINE

That Beats Bogie!

Golf Illustrated and Outdoor America is published monthly, of flat size, on fine coated paper and is the finest publication devoted to the historic game published in any country.

Golf players are almost without exception people of means who represent a purchasing power of vast proportions. Their needs are many and varied—golfing clothes, everything used in sports, plants and seed for golf courses and country estates; in fact, everything which contributes to the pleasure, comfort and convenience of people who are accustomed to wholesome living.

A survey of the publication will convince any advertiser who is interested in this field that Golf Illustrated is worth using twelve months in the year.

	One time	6 months	12 months
Quarter Page..(105 lines)	\$25.00	\$150.00	\$240.00
Half Page.....(210 lines)	50.00	300.00	480.00
Full Page.....(420 lines)	100.00	600.00	960.00

The Stuyvesant Company, Publishers

New York, 329 Fifth Avenue.

Chicago, 1004 Westminister Building

were "laying down" on the job. So far as they were concerned they were just as good men as could be found anywhere, but they were caught in the tide of a competitor's advertising. So the new sales manager got in touch with a big Chicago agency, and together a new selling plan was devised.

Instead of selling the watches this plan set the men to selling advertising. Instead of being experts on the mechanism of watches they were to be experts in advertising watches, and in this capacity win back their lost ground by showing the dealer how to make more money.

Of course, such a radical change of plan called for some means of training the salesmen, many of whom had little, if any, knowledge of advertising, so it was planned to issue a sales manual. This sales manual contained a description of a variety of selling plans devised by the agency which could be put up to the dealer, together with full and detailed information as just how to go about getting the plan "across." Nothing was overlooked from the time the salesman first entered town up to the final signing of the contract, which incidentally included a supply of watches to take care of the demand which must follow the advertising.

IMPORTANCE OF TRIFLES

In looking over this manual, what impressed one more than anything else, was the attention given to details. For instance the salesman was told to call on the local newspaper before talking to the jeweler, and instructed on no account to show any printed matter regarding the plan to the dealer. The dealer was to be shown that the plan was prepared by the salesman especially to suit his peculiar requirements, and thus avoid the stereotyped co-operation talk which seems to be losing its hold on the trade. While the salesman was not instructed as to the exact words he was to use, for fear of his making his solicitation mechanical, he was given clearly to understand the

mental stages through which the dealer must be led, and it was then "up" to him to plan the most suitable way to do it. This made it possible to change the canvass to fit the personality of both the dealer and salesman.

Another sales manual published by a well-established book publisher goes into details even more deeply. This publisher sells his books by what he calls "physical arguments." In other words his salesmen are trained to convince by tests which cannot be disputed instead of dominating the prospect mentally. The reason for this is that the class of salesmen the publisher is forced to use is seldom fitted to argue with a big business man; if they were to attempt to do so it would only result in the loss of the sale, so in the sales manual various "physical" arguments with detailed instructions how and where to use them are suggested.

For illustration, suppose the book agent is confronting a business man who loses interest. What is the salesman to do? The answer will be found under the subject head "Holding Interest." "When the prospect begins to lose interest, take the rolled lithograph showing set of books in actual sizes and ask him to hold one end, while you hold roll loosely in right hand. Then allow him to draw the roll from you, unrolling it, so that when unrolled he will hold it in his left hand at arm's length and as you will be holding the other end, the lithograph will completely cover his desk and absorb his attention. Keep him in this position until you have proved to him just how attractive the books will look in his book case." In another place the salesman is shown just how to offer a piece of binding to the prospect so that in tearing it the most resistance will be offered, this test taking the place of the usual verbal argument as to the durability of the binding.

FORMS OF SALES MANUALS

There are many forms in which sales manuals are gotten up, depending largely upon the use to

which they are to be put. Several of these were described in an article in the October 23, 1913, issue of **PRINTERS' INK**. But the most popular form for a sales manual, to be used as a reference book by the salesmen, is undoubtedly a loose-leaf book, of thin, India paper. This form allows replacing or changing any portion or page, and is popular with the salesmen who object to anything bulky.

Another advantage of the loose-leaf sales manual is that its contents can be varied to suit differing conditions; as for instance some parts of the sales manual might apply only to salesmen on salary, while others would be for men on a commission, or dealers. In this case certain pages or sections would be omitted which can easily be done with the spring back binder. One advertiser follows this plan of changing portions of the contents of manuals for his salesmen, branch managers and division managers. If the same manual were furnished to all it would not be nearly as complete or as efficient.

Another advertiser issues bulletins every few weeks to the salesmen. Instead of getting them out in letter size as is usually the case, he gets them out on sheets punched so that they can be filed in the sales manual. This same concern numbers and registers each sales manual, and makes the salesman put up a deposit with the cashier to lessen the chances of its becoming lost.

Summing up, the vital thing in planning a sales manual is to make it ring true to the men. Avoid the meaningless generalities which weaken so many. Things that look perfectly practical from an office point of view will look entirely different to a hustling salesman out on the road. The chances are that he has not as much respect for the man in the home office as he ought to have anyway, and unless he is convinced beforehand that the standardized sales arguments it contains will "work" the sales manual is not apt to be a strong influence in increasing sales, but if, as the consulting

sales manager told the paint manufacturer, the men can be convinced that between its covers lies the experience of better men than they are, its success is assured.

Massachusetts Stops Miniature Flag Distribution

The American Tobacco Company's salesmen and samplers in Massachusetts towns near Boston struck a snag not long ago in putting on a special offer for the company, which involved the distribution of miniature American flags with certain brands of cigarettes selected for the occasion.

Vigilant New England authorities, mindful of a Massachusetts law which specifies that the American flag shall not be used for advertising purposes in the commonwealth, visited small-town dealers and forbade the "stunt." Within twenty-four hours after being apprised of the attitude of the vigilantes, the American Tobacco crews had secured supplies of flags of all nations—exclusive of the United States—and had substituted them in the dealers' stocks.

Los Angeles' "Big Brother" Work

The Los Angeles Ad Club recently made one of its noonday meetings a "Big Brother" Day. Every member who attended the meeting brought with him a newsboy whom he "borrowed" from his work long enough to attend the luncheon. The programme was shaped so that the youngsters would get something out of it beside the luncheon, and the boys were made to feel at home.

The members in quite a few cases have expressed an intention of keeping track of their proteges and giving them a helping hand whenever it is possible. The club has already acted in charitable enterprises as a body, but this is the first attempt to secure philanthropic work on the part of the individual members.

French, Advertising Manager National Motor Vehicle Co.

L. S. French has been appointed advertising manager of the National Motor Vehicle Company, Indianapolis, Ind., succeeding P. P. Willis. Mr. Willis is now a member of the firm operating the Thompson, Carroll, Tripp Agency in Cleveland.

Before going with the National Company, Mr. French was with the Henderson Motor Car Company and previous to that was with the Cole Motor Company.

George A. Noffka, who for some years was with the Orange Judd Company and later with the John Branham Special Agency, is now with the New York office of the Associated Farm Papers.

A demand registered at headquarters by an interested principal—

Consumer influence that moves the goods—

Resultful advertising that simplifies the sales problem—

were purchased by an advertising agency when their client's announcement (a national food advertiser) in *The Mother's Magazine* secured the direct attention of over 575,000 interested mothers throughout the United States, each one a prospective customer, each one the buying head of the household.

No doubt the same reasons why, and equally satisfactory results, explained the freedom with which *THE MOTHER'S MAGAZINE* is used for similar publicity by the other advertising agencies. After all is said and done, it is results that count.

Full details as to distribution, circulation methods, etc., on request.

Rate: \$2.50 per line. \$1,000.00 per page.

THE Mother's Magazine

"HER Trade Journal"

David C. Cook Publishing Company

Elgin, Illinois.

WESLEY E. FARMILOE,
Advertising Manager.

SPECIAL REPRESENTATIVES:

Charles W. Yates, 5204 Metropolitan Tower, New York.
W. J. Macdonald, 1029 People's Gas Building, Chicago.
Sam. Dennis, 402 Globe Democrat Building, St. Louis.

Again.

Why the "Official Solicitor?"

Poster Advertising

OFFICIAL SO

Associated Billposters Protective Co.
A. M. Briggs Co.
Ivan B. Nordhem Co.
The A. de Montluzin Advertising Co.

101 West 40th St., New York City
Peoples Gas Building, Chicago, Ill.
Bessemer Building, Pittsburgh, Pa.
1132 Union Trust Bldg., Cincinnati, O.

The Official Solicitor cannot shift a campaign from one medium to another.

He deals with but one medium—Posters; his proposition must be sound from the start, for by it he must make good.

This situation has resulted in the development of expert Poster Advertising men, who render to advertisers a specialized service of the utmost efficiency.

The conspicuous poster advertising successes are handled by Official Solicitors. *Write to any of them for suggestions or estimates.*

Association 1620 Steger Bldg.
CHICAGO, ILL.

g
SOLICITORS

Poster Selling Co.

Geo. Enos Throop, Inc.

Wall's National Poster Service, Inc.

1015 Fullerton Bldg., St. Louis, Mo.

8th Floor, Tower Bldg., Chicago, Ill.

5th Avenue Bldg., New York City

Business is *good*—with the Brooklyn STANDARD UNION. The “N. Y. Evening Post” official measurements show that in New York City only five newspapers carried more business during the first six months of 1914 than they did the first six months of 1913.

Only five went ahead.

Twelve went back.

The STANDARD UNION is one of the five.

It is the only Brooklyn newspaper of the five

Congressmen Air Their Views on Advertising

A Touch-and-Go Debate Brings Out Some Curious as Well as Interesting Statements

Special Washington Correspondence

ADVERTISING was the subject of an interesting not to say diverting debate indulged in at one of the latest hearings upon the new Oldfield bill by several Congressmen who have had mercantile experience or who have recently made something of a study of merchandising conditions.

Congressman Metz, who recently introduced in the House a bill designed to aid manufacturers and advertisers to fix resale prices, took the ground, in this discussion, that one of the reasons why many advertisers are compelled to maintain high prices on their goods is that manufacturers are, under the disadvantages of the present system, subjected to heavy expense in marketing trade-marked goods.

"Take the case of the Knox hat," said Congressman Metz. "The retail price is \$5. There are a thousand manufacturers of hats and lots of them just as good as Knox, whose product you can buy at \$2.50 or \$3. If you want to buy a Knox hat you have got to pay \$5 on his reputation but you have not got to buy the Knox hats. Knox makes a hat no better than many others. He is entitled to a profit. He has spent great sums in advertising, and if you want a Knox hat you have got to pay his price."

Congressman Paige came back at his fellow member. "If what Mr. Metz says is true about the Knox hat," he remarked, "about equally good hats being purchasable at \$2.50 or \$3, half of the high cost of living is due to the extravagance of the American method of living, where so many people will pay \$5 who want that Knox label in their hats and that enables a man to maintain a \$5 price for a \$2.50 hat in the face of the man who says: 'This hat is just as

good as Knox's, and I will sell you that for \$3 or \$4.'"

Chairman Oldfield, who was presiding at the meeting of the Patent Committee at which this discussion took place, intimated that he thought that a manufacturer, if permitted to fix resale prices, "would charge every penny that he could possibly get for his product." He found his evidence in support of this premise in the fact that the Gillette company has never reduced the price of its safety razor below \$5. Then, swerving around to his particular hobby, the author of the Oldfield bill said: "Speaking about competition, according to the arguments of the men who have appeared before this committee, most of them think all kinds of competition is unfair, and that those who cut under fixed prices are pirates. From an economic standpoint, what is the difference between the manufacturer sitting in his factory and dictating to every retailer in the country—every customer he has—the price at which he shall retail the article to the consumer, and all the retailers getting together in a room in New York or some other place where they meet, and fixing the price at which they shall all sell particular brands of goods?"

MIDDLEMAN AS FACTOR IN PRICE CUTTING

"The trade-marked article has been given value by advertising," said Congressman Metz in defense. "The quality has been established by advertising. The manufacturer has made it known and has spent money and labor to do it. But if he makes the price too high the public will not buy, the goods will not sell. That is up to the manufacturer."

"It is an established fact that if the producer could sell direct to the consumer he could make his

price. But you cannot sell direct to every consumer. Therefore, you distribute through a jobber to the retailer or to the agent. It gives him a chance to make a profit, because it cuts down your cost of handling that item. No one will question your right as the owner of trade-marked goods to fix the price if you go direct to the consumer, but the moment the consumer goes to another man and you have to sell this man in quantity, as a distributing agent to distribute to the public, you can not maintain that price. It does not seem right. You use him simply as a distributor since you can not distribute to the public direct. The manufacturer gives him a chance to make a profit and at the same time makes it easy for the consumer to get the article."

CONGRESSMAN SAYS ADVERTISERS ARE SHREWD

When W. H. C. Clarke was on the witness stand Congressman Paige inquired: "Do you not believe that advertising is a great factor in determining what is a good product and what is a poor one?" To this the witness replied: "I believe that the men who spend their money in advertisements are very shrewd business men, and they realize that money spent in advertising an inferior article is money wasted, and the first thing these men determine before they advertise an article is whether the article is permanently good."

"I have in mind," persisted Congressman Paige, "the case of a brand of underwear advertised pretty extensively in the magazines and sold by jobbers at \$4.50 a dozen. Advertising has been a great factor in determining the value of that product." Then he went on to argue that the product to-day is practically no different from what it was some time back, when he alleged the goods had not caught on with the public and when, according to his assertion, jobbers had hard work to get rid of them at \$2.25 per dozen.

"The remarkable thing to me," chimed in Chairman Oldfield, "is that they make any money at all, considering the fact that they pay

so much for their advertising."

At another point in the same hearing Congressman Metz and Paige fell to comparing notes upon advertised articles, and the former said: "You go into a drugstore and ask for a certain remedy—Smith's something. The druggist will say every time, 'I have something just as good at 50 cents'; but you say, 'I know Smith's and I want that.' If you are that kind of a fool you ought to pay that. Smith's advertising has made that value and every druggist will try to sell his 'something just as good' he may or may not have. Perhaps it is better. You want Smith's; you are willing to pay more for Smith's. The Government is always trying to protect a fool against himself. If a man is fool enough it is up to him. You have made him want it. If he is a fool and will insist on doing this, that is up to him, is it not? It is nobody else's fault, but he knows what Smith's is; Smith's remedy has done so and so for him, and he wants that and is willing to pay for that. The faith he has gotten in that is worth the price. The fellow with brains will say that is just as good, and I will buy that and save the money."

"I went into a drugstore the other day," related Congressman Paige, "to buy a package of this Spearmint Chewing Gum. The druggist said: 'We do not have Spearmint. We have Adams' Pepsin and Beeman's, but we do not keep the Spearmint in stock.' I said, 'Why?' He replied, 'There are a dozen boys on the sidewalk all along here selling Spearmint at six for a quarter.'"

RELATIONSHIP BETWEEN ADVERTISING AND TRADE-MARKS

"A trade-mark," resumed Congressman Metz, "is not worth the paper it is written on unless the quality is established by advertising or some other way. Take the matter of Pillsbury's flour. You have faith in it and you want it. There is a trade-mark proposition. In fact, everybody wants to have Pillsbury's flour. There are several thousand other flours in

the market besides Pillsbury's, but the guarantee that goes with Pillsbury's does not go with the other one, and the public are willing to pay for that guarantee."

Riker & Hegeman's policy of cutting prices was denounced by Congressman Metz, who said: "Aside from the effect of causing other druggists to drop the articles from their stocks, one great harm of cut rates is that the consumer himself gets sore and will not pay the regular price thereafter. The public having bought once at the cut price, cannot understand why they cannot continue to do so."

THE USUAL COURSE WITH INVENTIONS

William A. Redding, who appeared before the Patent Committee as the representative of the Merchants' Association of New York, discussed at considerable length the advertising problems and other questions connected with manufacturing and placing on the market a patented invention. He said in part: "When an invention of importance is made, it is usually first produced in a very crude form, and quite a number of forms embodying the invention are produced before the most efficient and desirable form is produced for the market. I know of many instances where the patented article which is put upon the market and extensively sold has been the result of an evolution from a crude form through a number of different constructions which embody the invention and each succeeding one was better than those preceding it. In such instances separate patents have been obtained for the various constructions, but the owner of all of the patents has only manufactured and put upon the market the most perfect and efficient construction.

"It is an exceptional instance where the inventor holds his patent and manufactures and sells the patented device. Many thousands of dollars must be expended in building a plant and manufacturing and putting on the market a patented article, and the in-

ventor usually has not the capital required for such purpose. In most instances the inventor, from necessity, must sell his invention to a corporation. If you will thoroughly investigate the conditions I am sure you will ascertain and be convinced that it is impossible to market an invention at once. It usually requires a period of from three to five years to create a market for a new article, and during that period of time the business is usually conducted at a loss instead of a profit. To successfully introduce a patented article it is usually necessary to spend thousands of dollars, and often hundreds of thousands of dollars."

Discussing how manufacturers might be hampered in their operations should the patent law be amended by the insertion of a "compulsory license" clause, William W. Dodge, of the Patent Law Association, recently said to the Patent Committee: "There are a great many patented inventions that are owned by manufacturing companies, corporations, or others that are not actually used. The reason for that is there are always various ways of doing the same thing. Some are good and some are bad and some are indifferent. A manufacturer who gets up a successful machine is constantly studying—not necessarily himself, but through a corps of trained inventors—and the large manufacturing companies keep corps of that sort, paying them high salaries, to work out improvements, minor details, from which they can save here a few cents and there a few cents, with a view to cutting down to the minimum the cost of production. There will be a dozen things that will come up, any one of which they may use. They figure out the question as to which, considering all things, cost of manufacture, maintenance, ease of operation, and removal and replacement, is the ideal one to use, and they adopt it. They do not want their competitor right across the street, because they have selected this most profitable form, to be free to come in and use those

things which they have developed as substitutes for that. There is no reason why they should. Those were developed through the industry and efforts of this concern here. They belong to this concern; they are alternative ways of doing the thing, but no sane manufacturer is going to put all the different forms on the market."

"Do you not think," questioned Chairman Oldfield, "it would be a good thing for the public if they were put on the market by various manufacturers? Would it not cause competition?"

"I do not think it would cause competition," replied Mr. Dodge. "It might cause competition for a little while, but it would not cause any constant competition. You would have a lot of cutthroat business for a little while, and then ruin of quality. If a manufacturer were to put out all the different forms he had patented it would increase the cost of the product. He would also have to carry all those repair parts in stock; all his agencies would have to carry those repair parts in stock; and the result would be that the ultimate cost of any one of those things to the user would be enhanced instead of reduced."

In answer to a question as to the methods of the General Electric Company, Mr. Dodge said: "I think it is undoubtedly true that the General Electric Company has bought patents to prevent competition with their own product. It is just exactly what every other big manufacturing concern does."

Gould; Little, Brown & Co.'s Advertising Manager

H. H. Gould, classified advertising manager of the *Boston Herald*, has resigned to accept the position of advertising manager of Little, Brown & Co., publishers.

Mr. Gould is succeeded on the *Herald* by Robert Ritchey, who has been in charge of promotion work and will continue to look after this department in addition to his new work.

Daniel Fitzpatrick, of the advertising department of the *Boston Herald*, has joined the Boston staff of G. Logan Payne, special representative.

"Safety First" as Cigar Brand

Kohlberg Bros., cigar manufacturers of El Paso, Tex., have commenced advertising in the tobacco trade press that they are the sole owners of "Safety First" as a cigar brand and that infringements will be prosecuted.

It is said that this advertising is for the information of the trade relative to the action of another cigar manufacturer, who has been making cigars for a rubber tire company whose slogan is "Safety First." The tire company distributes the latter-named goods gratuitously upon various occasions, such as banquets, salesmen's conventions, auto shows, etc.

He Wasn't Entirely Useless

Advertising men of Kansas City are smiling over a story which appeared in a daily paper recently. It involves a young man who had overindulged in drinks on a hot day. While on his way down Grand avenue, he stopped in front of a furniture store, where the wares were standing on the sidewalk. He sank down into a chair and quickly fell asleep. The dealer came out and noted the situation, then returned inside. He shortly emerged with a placard which read: "Our prices put them all to sleep." This was attached to the sleeper, who snored on.

Definition by Charles Austin Bates

NEW YORK, July 17, 1914.

Editor of PRINTERS' INK:

I see quite a few attempts to define advertising. My opinion is that:

"Advertising is information publicly offered—whether in ink, print, by word of mouth, or otherwise."

CHARLES AUSTIN BATES.

O'Mara & Ormsbee Incorporate

On and after August 8, 1914, O'Mara & Ormsbee, of New York and Chicago, will be a corporation, the official name being O'Mara & Ormsbee, Inc. The incorporators are John E. O'Mara, Malcolm H. Ormsbee and Henry J. Grant. Following are the officers of the company: John E. O'Mara, president; Malcolm H. Ormsbee, treasurer; H. J. Grant, vice-president, and Lawrence J. Delaney, secretary.

New Agency in Columbus

The Merchants' Advertising Company is a new agency established at Columbus, O., by W. L. Mackey, D. L. Smith, Darton Griffith, William S. Benham and C. L. Corey. The company is incorporated with a capital stock of \$10,000.

Jennings' Dayton Appointment

Frank Jennings, assistant manager of the Jones Store Company in Kansas City for several years, has been made advertising manager of the Traxler Company, operating a department store at Dayton, O.

Made for People Who Grow Things.

ORCHARD
and **FARM**
ESTABLISHED 1886
IRRIGATION

Hearst Bldg., San Francisco

For 26 Years
California's Highest Class
Farm Paper

Is Now Represented by

WALLACE C. RICHARDSON, Inc.
41 Park Row
New York

and

JAMES A. BUCHANAN
Marquette Bldg.,
Chicago

Guaranteed Circulation 40,000 Copies Monthly

Member of Audit Bureau of Circulations

The Guarantee As an Advertising Factor

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[EDITORIAL NOTE:—The following articles form a continuation of the feature, under the above title, published in the issue of July 28. An article by Joseph Katz, of the Hub, a department store at Baltimore, Md., was the basis of the symposium. His article was sent to various advertisers who elaborated or criticised his statements. Mr. Katz described how various specific guarantees had operated in his own store, instancing some which had satisfied the consumer, and others which had not. Those which he described as unsatisfactory were usually accompanied by a longer or shorter "explanation" or "bill of exceptions." He described the ideal guarantee as one that covers the customer's conception of it. "Once a maker uses the guarantee without any 'ifs' to it," he said, "he must stand ready to make good, even the unreasonable complaint, because no store can afford to argue with a customer."]

Liberal Policy on "Big Unit" Product

By P. Koehring

Of the Koehring Machine Company
(Concrete Mixers), Milwaukee, Wis.

WE mail a signed guarantee to every buyer of a Koehring Mixer, agreeing to replace defective parts, guaranteeing the satisfactory operation of the machine, its capacity, etc., and agreeing to make right anything that seems wrong.

The manufacturer's guarantee to replace defective parts is universal, so this feature in our guarantee is not novel. To guarantee the machine to work properly and to perform all we claim for it, which includes every statement made in our catalogue as to capacity, operation, etc., carries with it no great responsibility since we do not make any statement that is not absolutely correct. There is nothing in this guarantee so far that any other manufacturer is not willing to do.

We depart from this customary guarantee by guaranteeing the user against repair costs the first year, agreeing to furnish all repairs free within one year from date of sale, irrespective of

whether the part was defective or worn out through neglect or carelessness. This is the positive guarantee that there will be no expense for repair parts, that we give and that we live up to. A guarantee with a lot of strings tied to it would likely warp the opinion of the buyer and cause ill feelings.

Occasionally a user will abuse this policy but we can easily detect him and if he complains that the machine will not produce the capacity, we generally send copies of letters from one or two prominent contractors in his vicinity who state that the capacity which they were able to turn out exceeds our rated capacity, and then we offer to send an expert demonstrator to instruct them in the operation of the machine which we offer to do without cost to them. This is seldom necessary.

If they order parts which indicate that the machine has been abused, we frankly tell them so, but under our policy, send them the parts gratis.

Cautioning the customer not to abuse his equipment and pointing out to him how the breaking occurred will induce him to take better care of the machine and will make him a better customer.

So far our policy has been little abused and we have made inseparable friends. In several cases we have traced sales directly to this policy. It exacts a certain influence and wins the confidence and good will of the user who does not hesitate to tell about it. It also gives us the advantage of quickly detecting any weak construction in a new model.

What I call a good guarantee,—one that is profitable to the manufacturer and one that protects the user—is not a clever worded document with loop holes to escape liability, but a blunt statement what the article is or what the manufacturer agrees to do. It is not, therefore, the wording of the guarantee that makes

it good or valuable, it is the doctrine that underlies the policy of the company whether published or not and which it carries out unreservedly.

Why He Doesn't Advertise His Guarantee

By J. E. Fitzgibbons

Of the Phoenix Knitting Works, Milwaukee, Wis.

THE ideal guarantee for the consumer who wishes to get something for nothing and for the manufacturer, who can afford to give two pairs of hose, for instance, for the price of one is the last hosiery guarantee mentioned by Mr. Katz. [The "Holeproof" guarantee which is unrestricted and without any "explanations"—*Ed. PRINTERS' INK.*]

The consumer who buys hosiery under this guarantee knows that it is stated specifically that he will get new hose free for every one that wears holes within the specified period and even if this hosiery

has given him satisfaction in the ordinary sense of the word, he is going to see to it that the hose are worn so he can bring them back and get new hosiery free. In other words when he purchases hosiery, under such a guarantee, he expects to get two pairs of hose for the price of one and the manufacturer putting out hosiery under this proposition has got to figure this element in when he tabulates his cost. Now, if the consumer would figure this out he would see that instead of buying value in the hosiery, he is simply purchasing a guarantee. If this is what he desires all very well and good. On the other hand if he wishes to buy merchandise of quality, he cannot expect the manufacturer to put himself in a position of being compelled, in 99 cases out of a hundred, to constantly replace merchandise.

Mr. Katz mentions the clothing guarantee as one that really means something, yet what does it guarantee any more than the first hosiery guarantee that he men-



The heads of big business corporations

are seldom pictured, but their midsections are usually caricatured as bags of "gelt."

They represent buying-power—they are buying power itself.

They've got to know and know they know. They depend on Current Opinion to make authentic their daily reading—and because thousands of corporation heads, big business men, read Current Opinion there's every reason to believe that advertisers in this publication get *first preference*. They do.

Do you know the head of a big corporation? Ask him about

CURRENT OPINION

tioned in his letter? The word "guarantee" is so much misunderstood and is so abused both by the dealer and the consumer that we have refrained from mentioning it entirely in any of our advertising or on any of our merchandise. We have found much better results by placing the consumer on his honor as to what service he expects from the hosiery rather than to give the so-called time limit guarantee.

We have over 6,000 accounts on our books and with a possible exception of one or two minor cases there is not a retailer but what has increased his hosiery sales and welcomed the change to our present system of allowing the customers' honor and sense of fairness to decide.

Sales Value of Unrestricted Guarantee

By H. A. Norton

Sales Mgr., R. Wallace & Sons Mfg. Co., Wallingford, Conn.

I AGREE absolutely with the position taken by Mr. Katz in his article—better have no guarantee at all than to hedge it about with conditions. The large majority of consumers are reasonable, and making good to the very small percentage that are unreasonable is after all of little consequence. *The unrestricted guarantee is worth it in sales value.*

Our guarantee is absolutely unrestricted; the question of replacements we leave to the dealer and we stand back of him.

No material changes have ever been made in our guarantee and from reports received from the dealers it has been a great help.

No Conditions to Annoy Retailer

By V. C. Daggett

Of Daggett & Ramsdell, New York

WE believe that a guarantee is very desirable for the manufacturer; that every maker should stand back of his own goods; and we do not believe that there should be any conditions which make handling of goods

difficult or annoying to the retailer. We answer your questions as follows:

"1. Do you think that Mr. Katz's view of what a good guarantee is, is right, and why?" Yes.

"2. Judging from your own experience, is it good business for a manufacturer to accompany his guarantee by 'an explanation' or 'bill of exceptions'?" No.

"3. Is your guarantee an outright one?" Yes.

"4. Have you ever found it advisable to change the wording of your guarantee? What were the circumstances?" No.

"5. Have you heard from your dealers or your consumers in any way that would throw light upon the points raised by Mr. Katz?" Very little.

"6. Do you believe a manufacturer can, with justice to himself and the consumer, give a guarantee short of the ideal one described in the last paragraph of Mr. Katz's article?" No.

Good Business to Out-do Guarantee

By S. D. Rider

Vice-President, South Bend Watch Co., South Bend, Ind.

MR. KATZ is undoubtedly right in his understanding of the interpretation placed on a guarantee by the consumer, and it is also undoubtedly true that many guarantees are very misleading.

We do not believe that a manufacturer can afford to issue a guarantee unless he is prepared to stand back of same and go even farther in making good than the wording of the guarantee would indicate.

We have never found it necessary to make any explanation or reserve as our guarantee states plainly that it covers defective parts, workmanship, or immediate performance for workmanship only. We do, however, replace any of our product that does not give the satisfaction that is demanded by the consumer, and in many cases the demand is impossible.

ETHRIDGE illustrations have earned another great compliment.

...

Dozens of them have been reproduced in Mr. G. H. E. Hawkins' new book, "Newspaper Advertising."

...

They are printed as examples of the best newspaper advertisements ever published.

...

Mr. Hawkins is an authority on newspaper advertising.

...

His book is generally conceded to be the world's most valuable treatise on the subject.

...

It is a summary of the known successes of the past twenty years.

Naturally there has been much elimination.

...

Mr. Hawkins' selection of so many of our designs for this example of the "survival of the fittest" is a fine compliment to the Ethridge Art Staff.

...

All of these designs are examples of our everyday work.

...

Illustrations of similar quality can be obtained from us at any time.

...

Our charges are reasonable, and typewritten ideas for designs will be furnished gratis.

...

In the final analysis an advertisement is judged by what it DOES—

ETHRIDGE COMPANY

New York Studios
23 East 26th St.
Tel. Mad. Sq., 7890

Chicago Studios
123 W. Madison St.
Tel. Randolph, 3010

We have never changed the wording of the guarantee. We have had no comments from our customers that would indicate their attitude on this subject. As stated previously we feel that the manufacturer must be prepared to go just a step farther in making good on a guarantee than is indicated by the guarantee.

A Guarantee on Watches

By Chas. F. Miller

Pres., Hamilton Watch Company,
Lancaster, Pa.

Our product, of course, is different from those referred to in your letter. No Hamilton watch is permitted to leave this factory until it has passed through the most scientific and most exhaustive tests and pronounced to be a perfectly accurate time-keeper. The average time that a watch remains with us in process of manufacture is between eleven and twelve months before it is sent out.

There is only one thing that goes wrong and that is the mainspring, and this is true of all watches, owing to climatic changes, unless a watch should fall, when, of course, any part may be broken. We do not guarantee our watches against things of that kind, but we do guarantee the mainsprings and replace them when broken; and we further guarantee that with proper care a watch will perform everything that we claim for it.

Should Consider Peculiarities of Product

By S. Roland Hall

Of the Alpha Portland Cement Company, Easton, Pa.

THE article by Mr. Katz made me think of what a sporting goods dealer said to me with reference to a well-known brand of tennis rackets. These goods are "guaranteed," yet the retailer claims to have had so much trouble in inducing the manufacturer to make good that he decided this year to push another line. I recall, however, that I

smashed one of that manufacturer's rackets the first day it was used and it was made good without any fuss. That was a number of years ago. Possibly now the manufacturer feels that he can be more arbitrary.

We advertise Alpha as the "Guaranteed Portland Cement," because, first of all, we exercise such care in our chemical department—testing the product every hour—that we are sure of our ground in guaranteeing Alpha to more than meet standard specifications. We believe this guarantee means considerable, especially to the small user of cement who is not in a position to make the private tests that all large users make.

Cement, however, is a peculiar product, in that it alone is of no service to the purchaser. It is combined with sand or with sand and stone in order to make concrete and it follows that both the sand and stone must be right and the mixing and handling must be done properly if the concrete is to be what it should be. In this respect the cement manufacturer is placed in a different position from the manufacturer of tile, clothing and other products which can be put in the hands of the "ultimate consumer" in finished condition, and which can be analyzed in case of dissatisfaction, with reasonable chance of determining accurately what the fault is. When concrete goes wrong it is not always easy for the cement manufacturer to prove that the cement set properly. The user may have mixed it with loamy sand, or he may have too little cement, or he may have mixed it carelessly; but he is rarely willing to admit that.

No cement manufacturer could, therefore, guarantee all concrete work into which his cement entered unless he had representatives on hand to see that the other materials were right and that the work was done properly. He can, however, guarantee that standard tests as to fineness and tensile strength will be met, and we do guarantee these unreservedly. Incidentally, I may add that

we provide for an ample margin, so that we are always safe when the tests are made by different people and under different conditions.

Answering your other questions:

Of course, there are three sides to this guarantee business, the manufacturer's, the dealer's and the customer's. To yield everything to the customer is doing an injustice to the manufacturer and dealer in many cases. It seems to me that few manufacturers could afford to give an unreserved guarantee. I believe the best thing to do is to make the guarantee as simple as possible, and in close cases to give the customer the benefit of the doubt. The trouble with long explanations and reservations is that the advertiser has too much to "put over." In our case we certainly do not attempt to give publicity to all the details of the guarantee. We think it sufficient to advertise a guarantee simply. In complaint cases we have no

trouble in making any intelligent man understand that he cannot get good results mixing one part of cement to sixteen parts of ashes, as was done in one complaint case we had come up. Such a user of cement deserves the lesson that his loss brings him, and I think it would be bad public education for any cement manufacturer to let him off on the cost of the cement, especially since we are liberal with literature showing him how to use the stuff properly.

Gives Customer Benefit of Doubt

By L. B. Jones

Of the Eastman Kodak Company,
Rochester, N. Y.

IT is not customary to guarantee photographic goods, and, as a general rule, ours are not sold with a guarantee. On the other hand, we are very liberal in the matter of replacements when goods get out that are not as represented.

When a magazine is voluntarily displayed on a newsstand it is a pretty good bet that that magazine is a "live one." Newsdealers have their thumbs on the pulse of the reading public's wants. On your way home look at any newsstand. You'll find, well displayed,

MOVIE PICTORIAL

"The National Movie Weekly"

Not a trade paper

B. E. BUCKMAN, Adv. Mgr.

CLOUD PUBLISHING CO., 1100 Hartford Bldg.
Chicago, Ill.

J. W. Wildman, East. Representative, Brunswick Bldg., New York
Publishers of the Standard Monthly, "Photoplay Magazine"

You can readily see that guaranteeing photographic goods, especially sensitive photographic goods, would be very dangerous, as they are subject, under some conditions of care and atmosphere, to rapid deterioration. There is always a chance for an argument as to light conditions when the exposures are made, and there is always a chance of poor workmanship, either through the carelessness of an employee, or by the use of imperfect chemicals in the final stages.

The other side of it is that we ourselves test out complaints and are liberal in replacements, always giving the customer the benefit of a doubt.

Women Should Be Educated

By F. Nelson Carle

Of the General Vehicle Company, Inc.,
Long Island City, N. Y.

REFERRING to question 1: I think Mr. Katz's view of what a good guarantee is is right with respect to most merchandise sold over the counter.

2. So far as automobiles and motor trucks are concerned, it is absolutely necessary, in my opinion, that the manufacturer qualify his guarantee by a "bill of exceptions."

3. We use the standard guarantee of the National Automobile Chamber of Commerce so far as this concern's defects in material and workmanship "under normal use and service" are concerned. and when we make a one-year or a three-year maintenance guarantee with a customer, the latter must live up to his part of the agreement or the same is automatically canceled. Where we practically bind ourselves to make good any operating expense in excess of a certain figure, we demand that this shall not be due to overload, neglect or abnormal treatment of the machines. We have almost invariably found the customer willing to do his part in keeping down operating expenses on this basis.

4. Only in specific instances. In Pittsburgh and Seattle, for example, the grades curtail electric truck mileages, and these conditions would be recognized in a maintenance guarantee.

5. We agree with Mr. Katz that most guarantees are misunderstood; but, so far as our business is concerned, we lay most misunderstandings to trade competition and the mistakes of the beginner who at first operates a truck along horse wagon lines. Now and then we find an agent who, on his own responsibility, will broaden our standard agreements, but not often.

6. Yes. You would not expect Brown & Sharpe to give the same guarantee on a lathe that a hosiery manufacturer would on his product, assuming the latter could fall in with the views of Mr. Katz.

It seems to me the points brought out by Mr. Katz are more or less peculiar to the retail trade, and the remedy is education. There will always be people who are unfair in their dealings with merchants, but the writer believes the percentage of those who deliberately "beat" a store can be reduced by using psychology and the printed word. If the leading department stores of any given city will take this matter up frankly with the public they will get results. If some of the stores which use full-page advertisements would devote one column for a few weeks to education along these lines they would be surprised at the returns on the investment.

Once the honest and fair woman purchaser understands that she has to pay her small share of what the store loses in dealing with Milady who orders a gown or slippers, or millinery or jewelry, and returns it after the ball, there will be a psychological boom-crang started that will change the situation materially. The woman who boasts of doing stunts of this kind will get the cold shoulder rather than an undertone of congratulation, as she does now. Most merchants can remember when this same idea was worked with china for the wedding break-

fast, fur coats for football games, etc., etc., and it is some of our best citizens who are usually at fault. Let the manufacturer of gloves and hosiery, etc., and the merchants get together on this guarantee proposition and then let the merchants stand together in educating the public and restricting the fair one who has this habit of petty cheating and the situation will rapidly improve.

Mr. Katz is right, however, in stating that a guarantee should not mean one thing to the merchant and another to the ultimate consumer.

Investigate to Find Where Fault Lies

By Wm. T. Plummer

Treas., Main Belting Company,
Philadelphia

I THINK we must appreciate the importance of the difference in attitude between men and women buyers towards the word "guarantee," and that will be overcome only in the education of women in buying to the plane on which men do it. That that education is already well under way is demonstrated by the difference between the buying of business women—those who are out earning their living in the open—and those who are perhaps equally earning their living, but who are not in contact with business conditions.

Another thing that has to be considered is the attitude of the dealer or middleman between the manufacturer and the consumer. He is afraid of losing his customer and he has no such consideration for the manufacturer, in many cases.

You ask, Do we take back without question any goods about which our customers complain? No; for that would show a lack on our part which would make us unworthy of confidence on the part of our customers. Each complaint we have is thoroughly investigated to find where the fault really is, and this is shown to the customer, whether it reflects on his conditions or on us. The customer thus knows that we have

his interest at heart and are "on the job," which he would have no right to feel did we do less.

In the cases where a man honestly feels that he is right, even when we do not think he is, we go beyond our "guarantee" to meet his honesty, and, other things being equal, it is only a question of time before he realizes that we have done so, and mends the conditions that were actually at fault.

The "guarantee" that we give is, in a very few words,

Our responsibility for each Leviathan or Anaconda belt extends beyond payment, until the belt has earned, in actual service, its full cost as compared with the service of any other belt of any kind, under the same or similar conditions, barring accidents.

Our customers learn that this is really an underestimate, and it is what our goods do in excess of it that holds their trade. At the same time, they understand that those few words are just as much in force if their complaint is ten years old before they make it to us.

I know how recklessly this word "guarantee" has been used, and is being, though I believe less than formerly. The absurdity of "guaranteeing absolute satisfaction" cost us considerable money to find out years ago, and I believe the law still says that a man does not have to be "satisfied" unless he wishes to be, so that is something that cannot be guaranteed.

Smoothing Out Trouble in Advance

Evidently the Consumers Ice Company of Des Moines has tired of losing customers through controversies with drivers. It is using space in the newspapers to prevent possible arguments between drivers and housewives by tactfully explaining in advance conditions which might give rise to a dispute. One of its recent ads thrashes out the question of cutting ice to fit the box. "Please don't expect our ice man to bring you exact measure every time," says the ad, "because varying weather conditions melt the ice and the driver can't bring you a chunk of ice exactly to fit the vacant space."

Walter A. McGuinn, of the service department of the Mahin Advertising Company, died at Battle Creek, Mich., July 20th.

Stamping Out Hog Cholera

The ravages of cholera last year cost the farmers of this country 60 million dollars. The eradication of this disease is the most important problem the farmer has to deal with.

The Dept. at Washington is conducting the most exhaustive research and experiment, as are the State institutions, while numerous private interests are following along Government and independent lines.

In the August issue of *American Farming* we publish reports from 15 State Experiment Stations showing the present conditions in each State, and the progress of the movement in each, to stamp out the disease.

This is the fourth advance by *American Farming* "with troops and ammunition" in this war against Hog cholera. Its value to farmers is inestimable. This is but one of the important subjects on which *American Farming* is serving its subscribers, but it indicates plainly why the circulation is growing so rapidly.

American Farming
Estab. 1906
 Chicago

Advertising Representatives
Hopkins & Shayne
 8 So. Dearborn St.
 Chicago.

Geo. B. David Co., Inc.
 171 Madison Ave.
 New York.

Investigating Resale Price Problem

C. E. La Vigne, of the Bureau of Corporations, Department of Commerce, Washington, D. C., addressed the Chicago Auxiliary of the American Specialty Manufacturers' Association July 21.

Mr. La Vigne is in charge of the study of distribution methods, particularly in regard to resale, as covered in the Stevens & Metz bills now before Congress.

In his talk Mr. La Vigne described the plan that is being followed in interviewing manufacturers and business men in an effort to get to the bottom of the problem of maintaining resale prices. He explained that this is one of the most important problems the Government has ever undertaken to solve, and the investigations being made will be embodied in a report which will be the foundation of a bill which, it is hoped, will solve the problem.

Mr. La Vigne mentioned that present-day advertising methods are a vital part of the resale-price problem, because there is no more potent force in moving a commodity than advertising.

Pays for Windows in Merchandise

The Frederick F. Ingram Company (Milkweed Cream), Detroit, is advertising in druggists' papers an offer to pay \$1.50 in merchandise, retail value, for the use of a show-window.

The offer, so a recent ad says, is good during the months of July and August while Ingram's toilet preparations are being advertised in the following magazines:

Cosmopolitan, Metropolitan, Hearst's, Collier's Weekly, American, Everybody's, Woman's Home Companion, Vogue, Munsey's, Literary Digest, Life, Outlook, Christian Herald, Red Book, Green Book, Blue Book, Motion Picture, Normal Instructor and Primary Plans, Theatre, Strand, Wide World, Etude.

Flat Curtain Rods in Colors Advertised

Flat rods for curtains and draperies are being marketed by the Kirsch Manufacturing Company, of Sturgis, Mich.

One of the innovations connected with the flat rod is that it is furnished in colors to match draperies and curtains.

In a recent double-page spread the makers of Kirsch flat rods stated that a national advertising campaign was being prepared "for Kirsch dealers."

Bon Ami's New Slogan

"It's marvelous on white shoes" is a new selling argument which appears in Bon Ami copy. For years Bon Ami has been offered for windows and metals.

The new copy gives full directions for cleaning white shoes and recommends that Bon Ami be used before applying white shoe paste.

Thinks Buzzer Distracts Office Force

A NEW YORK manager has abandoned the buzzer system of calling for his principal assistants, the abandonment resulting from a suggestion made by one of the assistants himself. This assistant explained to the manager that every time the buzzer sounded every assistant listened to hear whether or not it was his personal buzz, and such listening causes mind interruption and confusion that is expensive. It is easy to understand that this is true where there are several high-salaried assistants grouped in one room. Where each assistant has a private office the time loss is not so serious.

The manager, therefore, has had some neat cards struck off on which is printed: "Please see the manager."

The manager simply hands a card to his office boy, naming the man he wants, and the boy lays the card on the man's desk without saying a word. The assistant is then allowed to finish whatever work he may be on, provided it is important, before going in to see the manager. The other assistants are not disturbed.

On going in to the manager's office the assistant carries the card along putting it in a card box on the manager's desk.

The scheme works much better than the push button scheme. Each man feels as though he is an individual and not a button-answering machine.

It has also been noticed that there is less noise, and others, who were wont to look up every time an assistant was called, sometimes "joshing" him about getting called, are paying closer attention to their work.

J. Walter Thompson's New Accounts

The J. Walter Thompson Company is now handling the account of the Charles William Stores.

The account of the Sulpho-Naphthol Company, Boston, Mass., will also be handled by the J. Walter Thompson Company.

1847 ROGERS BROS.

Silver Plate

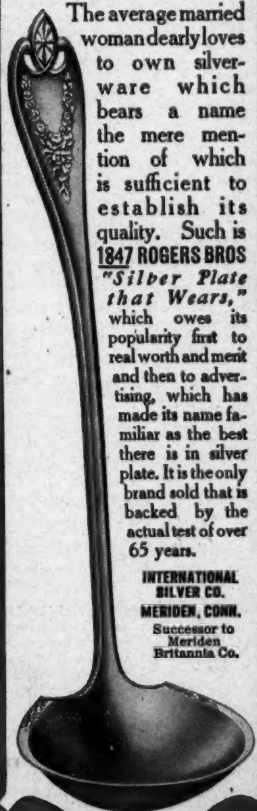
that Wears



Proved Its Worth Through Service

The average married woman dearly loves to own silverware which bears a name the mere mention of which is sufficient to establish its quality. Such is 1847 ROGERS BROS. "Silver Plate that Wears," which owes its popularity first to real worth and merit and then to advertising, which has made its name familiar as the best there is in silver plate. It is the only brand sold that is backed by the actual test of over 65 years.

INTERNATIONAL
SILVER CO.
MERIDEN, CONN.
Successor to
Meriden
Britannia Co.



Exposition Will Furnish Pictures

PANAMA-PACIFIC INTERNATIONAL EXPOSITION

SAN FRANCISCO, CAL., July 15, 1914.

Editor of PRINTERS' INK:

In a recent issue of PRINTERS' INK there appears in the department headed "The Little Schoolmaster's Classroom," a statement to the effect that advertisers in San Francisco and elsewhere are having some difficulty in getting pictures of the Panama-Pacific Exposition buildings for use in their own advertising.

I cannot conceive how such an impression could possibly be obtained unless somebody has been misled by a recent and transient difficulty regarding certain copyright privileges which occasioned us a little trouble some weeks ago.

I beg to assure you that any railroad, any retailer, any manufacturer or anyone else who desires pictures of the Panama-Pacific Exposition for use in advertising has only to write to us for them and he will be supplied, if his demands are anywhere within reason.

You have only to look at current advertising in the newspapers and magazines of this and other countries to see that the "live ones," who appreciate the value of the general interest in the exposition, seem to be having no difficulty in getting the pictures they want.

GEORGE HOUGH PERRY,
Director, Division of Exploitation.

Analytical Laundry Advertising

The Up-to-Date Laundry Company, of Carthage, Mo., has advertised consistently in papers of that and adjacent towns, featuring an educational campaign.

The laundry analyzes the cost of washing as done by it and by the average woman, proving that the latter gains more by sending her laundry to a power plant at six cents a pound than by attempting to handle it herself.

Founder of Austin, Nichols & Co. Dies

James E. Nichols, of the wholesale grocery firm of Austin, Nichols & Co., Inc., New York, died in Marienbad, Austria, on July 21.

Mr. Nichols, who founded Austin, Nichols & Co., in 1868, was much interested in polar exploration and his firm furnished the Greely, Peary, Fiala and Roosevelt expeditions with their food supplies.

Editorial Frankness

Advertisers of the *News*, of Lexington, Mo., have much to be thankful for. Said the editor, in a recent edition: "We cut out the editorials this week and devoted that page and another to a big two-page ad for Gratz Brothers. Read it; you will find the prices more satisfactory than editorial opinions."

Premium to Interest Club Men, Etc.

The S. Anargyros branch of the P. Lorillard Company believes that it has hatched a "quality" premium to a "quality" cigarette in its offer of various volumes of Shakespeare's plays for a new series of coupons now being packed by the Anargyros branch with Egyptian Deities Cigarettes.

The company calls the coupons by the rather unusual name "vouchment," and states that for the return of twenty-five of the slips it will give one of the Shakespeare volumes, pocket size, bound in Russia leather. There are twelve of the more popular works of the bard in the series, and an additional premium offered is a Russia leather case, capable of carrying the entire set. The selection of this more or less unique premium was made in the belief that smokers of a cigarette catering to especially good trade in clubs, hotels and high-grade stores, would be attracted by the nature of it.

St. Louis Grocers Discuss Free Deals

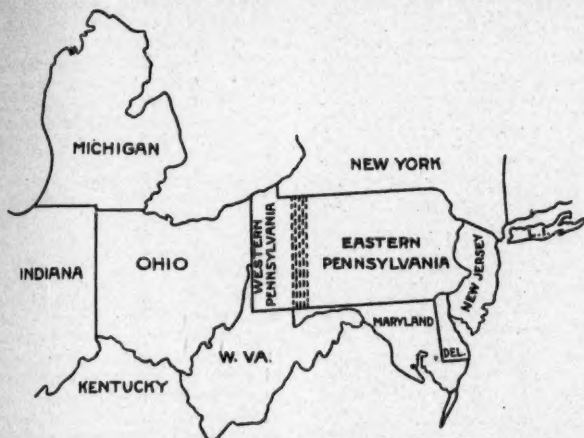
The Louis Hiffer Company, with headquarters at St. Louis, selling agent for Carnation Milk, Crescent Mapleine, Franco-American Food Company, Golden Egg Macaroni Products, G. Washington Coffee, Knox Gelatine, Lea & Perrins' Sauce, National Oats, Pyle's Pearlina, and Sim's Breakfast Food, held a mass meeting of retail grocers recently to discuss the "free deal" as a trade evil. The result was an attendance of about 500 retailers and jobbers' representatives. The usual attendance of the regular meetings of the Retail Grocers' Association is 50 to 70 members.

Manufacturers' and jobbers' representatives discussed the subject of free deals, rebates and concessions. A feature of the meeting was the hanging in effigy of "Mr. Free Deal," and motion pictures showing steps in the process of manufacturing macaroni products.

A "National Cigar Day"

Monday, October 12, 1914, is to be the first National Cigar Day, according to plans which are being formulated by the Independent Retail Tobacconists' Association of New York, a number of cigar manufacturers and various tobacco trade-papers. Advertising of the manufacturers is to be centered upon inducing every man to buy cigars, as many of them as he pleases, on National Cigar Day, if he never buys them at any other time. Various co-operative movements of manufacturer, wholesaler and retailer are under way whereby it is optimistically believed that a gross sale of many millions of a tobacco product which has hitherto been losing ground, particularly with the rising generation, will be made. It is planned to make National Cigar Day a feature similar to California Orange Day each year.

Cover This Rich Agricultural Territory as a Unit or Divide into Three Sections



The Michigan Farmer Detroit

The only weekly agricultural paper published in Michigan. More than 81,000 paid-in-advance subscribers, of which 75,000 are in Michigan with the balance chiefly in Indiana, Illinois, Wisconsin and New York. It does not take up any side issues or profit-sharing schemes, but every page appeals to the hard-working business farmer and his wife, who are seeking for greater progress and better living on the farm. You can't cover Michigan right without using The Michigan Farmer.

The Ohio Farmer Cleveland

Of its total circulation of 125,714, all paid in advance, over 77%, or 96,929, is in Ohio. Nearly all of the balance is in Eastern Indiana, Northern Kentucky, Western Pennsylvania, West Virginia and Western New York. No other weekly agricultural paper has one-half as much circulation and paid-in-advance circulation in Ohio. Positively supreme in its territory and acknowledged so by the largest advertisers. Its reading columns appeal only to the prosperous and progressive farmer, his wife, and the growing boys and girls, who here more than in any other state are studying and making practical application of advanced agricultural methods. The Ohio Farmer should naturally be on every agricultural list.

Pennsylvania Farmer Philadelphia

Has more than 42,000 paid-in-advance subscribers, concentrated entirely in Eastern Pennsylvania, Southeastern New York, New Jersey, Delaware and Maryland. It is the home agricultural paper of that section and its supremacy in its territory is acknowledged by the largest advertisers using the agricultural press. You can't afford to leave Pennsylvania Farmer off your list.

You can use any of these papers individually, or any two or all three of them at special combination rates. Write direct to either paper or representative for full information and sample copies.

The Lawrence Publishing Company

Detroit

Cleveland

Philadelphia

Members of Audit Bureau of Circulations.

George W. Herbert, Inc.
Western Representatives
600 Advertising Bldg.
Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row
New York.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLOW, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, JULY 30, 1914

Organizing the Vigilance Committee

To those who have served and are now serving upon local vigilance committees, special credit is due, for the job is no sine-cure. In common with those who take upon themselves any other burden of voluntary public service, the vigilante is hardly likely to escape the accusation that he is actuated by private and personal motives. There is the persistent suspicion that members of the committee will direct their energies chiefly against their business competitors, and the individual responsibility of each member raises the spectre of subsequent suits for malicious prosecution if the work of the committee is not done with the utmost care and circumspection. The vigilante is, therefore, entitled to all the honor he gets, for he not only gives of his time and his energy, but also incurs a certain amount of trade suspicion and runs the risk of a personal damage suit if his judgment goes astray.

Fortunately, however, those difficulties can be minimized by the

right sort of organization. By incorporation, the necessity for individual action and the personal responsibility of the members can both be done away with. The Retail Trade Board of the Boston Chamber of Commerce has an incorporated vigilance committee which may well be taken as a basis for similar organizations elsewhere. We are glad to print the following outline by Walter Powers, of the legal firm of Powers, Folsom & Powers, Boston:

"The name of the corporation is the Advertising Vigilance Association, Inc. It is a stock company, the par value of its shares being \$5. To make sure that its action shall always be independent and never at the control of any one stockholder or interest, stock is issued only to persons, firms, or corporations independently engaged in selling merchandise, and only one share of stock can be issued to any one business house or its representatives. The finances of the company come from voluntary subscriptions.

"Any person having a complaint may submit it to the association. Each complaint is given careful consideration by the board of directors, a body composed of nine men, each representing a different line of business, who serve without pay and who meet weekly. If the complaint states a *prima facie* case, within the scope of the work of the association, it is referred to an investigating committee. If it does not state a *prima facie* case the complainant is requested to submit further specifications or evidence.

"The investigating committee is composed in whole or in part of persons specially conversant with the line of merchandise in question. The committee investigates as thoroughly as seems necessary and reports its conclusions and recommendations to the board of directors. The board of directors then takes such action as seems advisable, a majority vote of the entire board being necessary for any affirmative action. The name of the complainant is never disclosed, and the identity of the investigating committee and

of the person complained of is kept as closely guarded as is possible. All complaints and matters with reference thereto are turned over to the attorney as confidential communications, and are not preserved by the association."

In places where the vigilance work halts because of the quite pardonable hesitancy of substantial business men to take it up, proper organization might do wonders. The report of the Boston organization demonstrates its effectiveness in a pretty conclusive manner.

Why the Sensational Appeal Fails

We believe it was S. C. Dobbs who said that a good advertising campaign is like a snowstorm; each individual flake coming down slowly and softly, without doing any particular "stunt," until the ground is all covered with a white blanket. Nobody pays any very unusual attention to any particular flake, but it is impossible for anybody to ignore the results.

It is a good comparison, and especially worth pondering by the man who is striving after the ultra-sensational. Any advertising man can think of from two to half a dozen concerns which created their small furores by startling originality, but which are not advertising to-day. And on the contrary, literally hundreds of concerns can be named which have never done anything particularly original, whose appropriations are steadily increasing from year to year. Instead of posing in the limelight of sensationalism, they have gone about the solution of their individual problems in the steadier light of the best experience which was available. They have not electrified the public perhaps, but it has never been allowed to forget them or their goods.

The sensational advertiser starts the long-distance race for success as if it were a hundred-yard dash. He hits a pace which nobody else can equal, for the time being, but he can't keep it up himself. In a short time he is winded. If he has the wisdom

to drop back into the ranks of the pluggers, he sometimes stays in the race and shows up well at the finish. But usually the taste of sensationalism breeds an appetite for more, and a series of brilliant but short-lived spurts only serve to emphasize the hopelessness of the contest.

The result is, of course, another convert to the belief that "advertising doesn't pay." Only the other day we received a letter from a manufacturer of art pottery who spent \$30,000 on the advice of an advertising agent, in the endeavor to "force distribution." The spectacular stunt failed, and now the advertiser is firm in the belief that art pottery cannot be advertised.

As the Schoolmaster remarked in last week's PRINTERS' INK, the "old stuff" is still good. The persistent affirmation of an idea as familiar and as inoffensive as a snowflake will pile up good will so fast that it will take more than a bursting sensation to melt it.

We are not for a moment attempting to discount originality. It is useful and very necessary, in its proper place and under reasonable restrictions, just as any other explosive is. But experience doesn't lead one to the use of fireworks in the kitchen stove.

Disarming the Dictatorial Jobber

It is not the most agreeable experience imaginable to see some big "private-brand-or-no-order" jobber walk across the street to a condescending competitor; indeed it has been the undoing of many semi-determined advertisers. It is hard to see good money slipping through one's fingers, even if the acceptance of it compels one to become his own competitor.

Fortunately, however, there are ways of getting both the order and the credit for making the goods. The methods used by the Standard Oil Cloth Company are a pretty good illustration of how this can be done.

For years this company suffered from the private brand evil. Big jobbers with big orders took them elsewhere because the Standard

would not give in when the private brand question came up. Things continued in this way until finally the company decided something must be done to separate the jobbers from the desire for private branded goods. So the company decided to advertise to the trade, setting forth plainly in the copy its "no-private-brand" policy.

Gradually a reputation was established. The house became known among the trade for the quality of its product, and among jobbers for its rigid policy of refusing to supply the brains and experience to establish a reputation for a brand which it could not control. One by one the dictators saw the wisdom of stocking the Standard's advertised oil-cloths, and the merit of the oil-cloth did the rest. To-day it is rare, indeed, to hear of big jobbers suggesting private brands, not because they wouldn't like to, but because they know beforehand that it would only result in cutting off their noses to spite their faces.

Similarly a concern putting out a nationally-advertised line of canned fruits, was able effectively to put a stop to the demand for private brands without controversy. A few years ago ninety-five per cent of this association's output went to build good will for others. To-day, consumer advertising of a high order is slowly creating a demand for the advertised line, and jobbers who once were able to dictate how the product would be labeled and were prompt to refuse to handle the goods except on their own terms, are gradually coming into line.

The "Impregna- ble" Agency

In the discussion of "Right and Wrong Ways of Agency Solicitation," in last week's **PRINTERS' INK**, John O. Powers speaks of the agent who handles his accounts in such a way as to be impregnable to competitive solicitation. There is more in the remark than appears on the surface. It is not merely a question of giving good service and getting

results, for the agent who is really impregnable has taken the pains to educate his clients in the understanding that his usefulness to them is almost directly proportionate to his comprehension of their entire business problem; in matters of production and financing as well as those dealing directly with sales.

The agency which is merely a slot-machine for copy and plans (there are some such, be it noted) is never impregnable against the solicitation of its competitors. But the agent who has taught his clients to expect, not only selling help, but sound advice bearing upon every phase of the business, does not need to provide a very large surplus against the alienation of accounts. Copy and plans can usually be matched by a score of other organizations, but the grasp of the fundamentals which determine business policy cannot be so easily duplicated.

M. P. Gould, in a speech before the Agency Division at Toronto, said:

"If this were an experience meeting, and all of us advertising agents could speak out of our hearts telling to what extent our clients have trusted us with the vital secrets of their business, and with their personal secrets, their failures, their heartburns, their triumphs, then I would say to you without fear of contradiction that there would never be anything else presented to the business world which would show the trustworthiness of the advertising agents so much as such a revelation."

Such a relationship between agent and client does not come about in a day, or a year. It is a plant of slow growth, but of so sturdy a fibre as scarcely to be disturbed by the winds of competitive solicitation.

The first issue of *Heat*, a monthly trade paper to be devoted to the central heating field, appeared in June. The paper is issued from Detroit.

The Three-In-One Oil Company, New York, is featuring a "Handy Oil Can" in its copy. The uses of the oil come second.



Are You Facing a Business Crisis?

What wouldn't you give for a new inspiration, a new force that you could put at work tomorrow to save the day!

Something that will send out your salesmen red hot with enthusiasm.

Something that will bring dealers into line.

Something that will bring the volume that makes it easy to carry overhead.

Or - if you are a retailer—something that will rake your territory with a fine tooth-comb, bring buyers to your store, meet outside competition and make you a power in your community.

Multigraph System Will Do It!

It has pulled many a concern through just such a crisis.

Because it is based on simple, fundamental principles of business economy, of wise advertising and selling—principles that we have been drifting away from here in America, without realizing it.

The books referred to below have already startled the business world by revealing a tremendous waste and inefficiency that has been going on unnoticed, in many a business.

Check "A" on coupon if you're a non-advertiser, "B" if you are spending \$25,000 or less on advertising, "C" if you are spending more. One book, whichever fits your need, will be sent free. If you want more than one, send 25c for each additional copy.

THE MULTIGRAPH
1820 East Fortieth Street, Cleveland, Ohio

☐ A
☐ B ☐ C

Send booklet (free) checked above as explained in your advertisement in Printers' Ink, July 30

Name.....

Address.....

Town and State.....

Attach this coupon to your business letterhead, signing your name and official position and mail to above address.

Throwing the Quacks Overboard

The Story of the Contest Carried on by Newspapers in the Endeavor to Keep Their Columns Clean—One Publisher, Putting His Loss at \$100,000, Maintains That His Policy Is Profitable

HERBERT S. HOUSTON, for several years chairman of the educational committee of the Associated Advertising Clubs, contributes to the August *World's Work* an article entitled, "The New Morals of Advertising." After reviewing the significant features of the Toronto Convention, he describes some vigorous fights for clean advertising made during the past few months. Although at the time *PRINTERS' INK* published briefly the facts, Mr. Houston's story is well worth printing because of its vividness and the perspective it gives:

"The newspapers in all parts of the country are being stirred up to their responsibilities, in many cases through the advertising clubs, and many of them have set up unusually rigid and high advertising standards. The *Chicago Tribune*, in the last year or two, has established an especially strict censorship. Among the things it excludes are loan sharks, fake furniture sales, medical advertising, dentists, doubtful financial and land advertisements, speculative financial advertisements, stock propositions offering extravagant returns, fake clothing and raincoat sales, and whisky advertising.

"One of the most dramatic contests of the year has been in New Orleans. A few years ago three young men, Messrs. Thomson, Ballard, and Newmyer, got control of the *Item*. It carried practically every kind of advertising that a newspaper ever carries. The young publishers set their faces to the front and began a gradual clean-up.

"Last October they went to the point of setting up an advertising censorship of the most rigorous kind. Mr. Ballard, the editor of

the paper, is a graduate chemist from Johns Hopkins University, and his wife (Dr. Edith Lober) is a graduate of Cornell and Tulane universities, and one of the best-known woman physicians in the South. They have acted as a medical board for the paper and all 'copy' for advertising that was under contract at the time the censorship was established was carefully read, every remedy was tested, and a complete written report was made on every case. If the copy was objectionable the advertiser and his agent were notified that it was objectionable under certain rules, a set of which was enclosed with the letter.

NO LIBEL SUITS AS YET

"In most cases advertisers admitted their guilt by silence. Others wanted more details. Then duplicates of the medical reports were mailed. Some argued their cases and some threatened suits. When this was done the *Item* printed the entire correspondence as a feature story, with the report of its medical board. Lawyers and special pleaders for 'proprietary associations' called on the paper and they were all told to use the libel court route if they felt they had been damaged. However desperate the threats were, thus far not a single suit has been filed. The *Item* threw out 119 contracts, amounting to \$35,000.

"Mr. Newmyer, the business manager, says that contracts amounting to more than \$10,000 have been offered and declined, and that the income from special editions, a particular form of advertising abuse in the South, would have amounted to \$25,000 more, and that thousands of dollars' worth of business has been withheld by those who definitely fought the paper's policy. Mr. Newmyer believes that the total of these losses amounts to \$100,000, and yet he writes to the *World's Work*: 'Does it pay? Does it pay to be honest? Man alive—to look all your home town squarely in the eye and know that they know you're on the level, even if they don't agree with you

—to know that 60,000 faithful followers are fighting with you—to know that eventually all publishers will be forced to follow—to be a leader—does it pay? And there is proof that it pays. To-day every high-grade advertiser, local and national, using a New Orleans paper, uses the *Item*. Contracts we couldn't reach came in voluntarily. Our advertising revenue was never greater and our net profits never more satisfactory.

"On January 1, 1913, the Minneapolis *Journal* announced its refusal to accept any more patent-medicine advertisements which might be considered at all objectionable. The *Journal* began to publish full pages, clipping patent-medicine advertisements from its leading rival. This started a vigorous editorial fight between these two papers, which had a good deal to do with calling the attention of the public in the Northwest to the movement for clean advertising. While this controversy was progressing, the Advertising Club of Minneapolis, under

the leadership of its vigorous president, Mr. Mac Martin, got a bill through the legislature of Minnesota and on March 11, 1913, it was signed by the Governor. On the following day every advertiser in the State received a letter from the Vigilance Committee of the club containing a copy of the law and asking for assistance in its enforcement. On Easter Sunday, 1913, the club placed a full-page advertisement in all the papers in Minneapolis calling the attention of the public to the law and asking co-operation in enforcing it.

SCARING ADVERTISERS INTO HONESTY

"The effect of this law on the State was immediate and widespread. Milliners burned their Paris labels and announced to the public that they would not again sell hats made in the United States with anything but their own or the original manufacturer's label. The effect of the law and the moral sentiment that was built up supporting it were so strong that the Minneapolis Club

**Small towns?
Nickel Shows? Wherever there is a small town, you'll find one or more Motion Picture Theatres. That's where you'll find us, too.**

PHOTOPLAY MAGAZINE

"The Standard Monthly of the Movies"

NOT A TRADE PAPER

B. E. BUCKMAN, Adv. Mgr.

CLOUD PUBLISHING CO. 1100 Hartford Bldg.
Chicago, Ill.

J. W. Wildman, East. Representative, Brunswick Bldg., New York
Publishers of the Movie Weekly, "Movie Pictorial"

has only had four cases to refer to the courts. The first was dismissed after the president of the company came with hat in hand to give absolute assurance of satisfactory future conduct. The second was never tried, as the assignee who was conducting the alleged fraudulent sale fled from the city; the third case was lost on a technicality, but the business of the offender was immediately closed up; the fourth case, that of a horse-trader, was won and the offender fined half of the maximum penalty with a warning from the judge that a second offense would put him behind the bars.

THE MAILS THE REFUGE OF THE SHARKS

"All this activity has demonstrated that most advertising is honest and dependable, and that the relatively small amount of the other kind can speedily be done away with. Strangely enough, as magazines and newspapers have set up their high standards and denied their columns to the unreliable advertisers, the latter have found their only place of refuge behind the protecting postage-stamp of Uncle Sam. Denied access to all reputable publications, and to billboards and street-cars, and practically every other form of advertising, the swindlers and fakers now carry on their business chiefly through the mails. For years the Sterling Debenture Corporation was unable to have its advertising published in any medium of standing; but all the time it carried on a far-reaching propaganda by mail and sold millions of dollars of worthless stock. At the advertising convention in Boston three years ago the advertising clubs unanimously passed resolutions calling on the Government to protect the public more rigorously by denying the use of the mails to swindlers."

The newspaper copy on "Varnoil" polish contains a coupon which when properly signed and presented to the dealer will secure for the housekeeper a 15 cent Varnoil dust cloth free with a 25 cent can of Varnoil, and a 25 cent dust cloth free with a 50 cent can.

"One Part" Words

WORCESTER PRESSED STEEL COMPANY
WORCESTER, MASS., July 14, 1914.
Editor of PRINTERS' INK:

Re article in July 9 PRINTERS' INK, "Words the Public Wants," by F. R. Feland.

Mr. Feland's article interested me, and reminded me of a piece of copy by George P. Metzger for the Columbia Graphophone Company. Here it is:

"Here's the whole story—both ends of it."

"Your end of it: You get started the first minute you are ready—no waiting for anybody. You keep it up steadily or work at it off and on as the case may be. You can talk full speed or as slowly as you like. You can correct yourself and repeat as often as you care to. In the meantime your typist is typewriting all day long—no part of the day given to note-taking. If you have much dictating to do, she will have a good lot of letters already written and ready to sign before you get through dictating."

"Your typist's end of it: She reads your words, not her notes of your words. She is sure to enjoy her work better because she doesn't have to stop and wait every time you stop and think. She gets what you said, just as you said it. She can make you repeat forty times if she needs to."

In this article there are 168 words; 137 one part, 25 two part, and only 6 three part.

In my letters I try to use simple English—just plain Anglo-Saxon—but it is surely hard not to get lazy sometimes and let the big words work for me.

W. G. ARMSTRONG.

Canadian Brick Manufacturers in Newspaper Tilt

The Port Credit Brick Company, the Milton Brick Company, Ltd., and the Ontario National Brick Company, all of Canada, are engaged in a lively three-cornered tussle to see who will get the cream of the pressed brick business in Ontario. Among the selling arguments developed in the copy are larger size of brick, quick delivery, which will do away with annoying delays; uniform quality, careful baking, and durability. Other ads are also being used to increase per capita consumption, as, for example, suggesting brick fences around the home. According to an official of the Port Credit Brick Company, the combined advertising is having a noticeable effect on the local volume of brick business, there being a tendency to build of brick in preference to other material. Mr. Stewart also says: "While freight rates have a great influence on the purchase of ordinary bricks, this is not true of pressed bricks. This business can be secured through newspaper advertising, reaching all concerned in building operations."

Robert J. Hess has been appointed advertising manager of the Richmond, Va., News-Leader.

Advertising to Reach "Uncatalogued Class"

A. A. MCKENZIE, of Brandon, Manitoba, addressed the recent annual convention of the American Seed Trade Association at Washington, D. C., on the general subject of seed advertising. He took the ground that general advertising, outside of the catalogue, which is the principal reliance of many houses, is necessary for the following reasons:

"There is what may be termed the 'uncatalogued class,'—possible purchasers to whom catalogues have not been sent. These are a plentiful annual crop, and many are good buyers. Their names, once secured, can then be added to the mailing-list.

"Catalogues are usually mailed at the beginning of each year, and sometimes become misplaced in the home of the recipient. An advertisement may land the order.

"Almost every season there are contingencies which arise in the trade between the date of issuing catalogues in January and the close of the season in May. These contingencies can be met by journal advertising with telling results.

"To those who have already received a catalogue, advertising affords an opportunity by making special appeals, thereby creating a demand where the catalogue fails.

"Advertising constitutes the strongest connecting link between the prospective buyer and the catalogue.

"Sometimes the departments of agriculture, the Government experimental stations, farm journals and farmers' institutes are instrumental in creating a widespread demand for some variety for field or garden after catalogues are issued. The sales department secures this trade by advertising."

Mr. McKenzie said that he favored farm journals strongly for seed advertising purposes, and that the publications which distribute advertising matter on pages containing news, markets

and other reading matter are usually better mediums for the seed house than others. He also discriminates, he said, between farm papers which eliminate quack and fake advertising and those which do not. He comes out in favor of generous rather than restricted space, suggesting that one-quarter to one-third of a page is the best buy. He advised alternating in weekly publications, but using monthly and semi-monthly papers every issue. He urged the use of different copy in different papers to avoid loss of effectiveness where circulation overlaps, and concentrating all the space used in an issue in one ad, instead of splitting it up into smaller ads on several subjects.

The speaker also insisted that the mail-order house, even though it is emphasizing the fact that quotations are given in its catalogue, must quote prices in its advertisements. "Some how or other," he said, "people gain confidence in the house which takes the trouble to quote prices. Stating prices is a fundamental of good merchandising, because the buyer prefers the information without being referred to a second medium, such as a catalogue or letter."

Fight Against "Box Stuffers"

In a rather unusual movement to stamp out "box-stuffing," a practice which has long been the bane of the tobacco trade in that unscrupulous retailers re-fill again and again with inferior goods a box which originally contained trade-marked goods, H. Fendrich, manufacturer of "Charles Denby" cigars at Evansville, Ind., recently supplied to the internal revenue authorities at Detroit and Indianapolis evidence upon which to make arrests. Investigators attached to the Fendrich jobbing houses in each of these cities bought from one or more retailers cigars which were supposed to be "Charles Denby," but which were alleged to be cheap substitutes. The internal revenue authorities have made arrests upon evidence furnished and are prosecuting under the law which specifies, by stamps upon each tobacco package, that packages must not be re-filled with tobacco products. The Fendrich factory is endeavoring to extend its campaign against box stuffers throughout the trade, and has solicited the co-operation of other manufacturers whereby, it is believed, a permanent fund for the employment of investigators may be raised, protecting established brands.

"What Dealers Will Sell My Goods?"

A Brief Survey of Recent Changes in the Retail Field Showing How One-Time Specialty Shops Are Taking on New Lines—Some Goods to Be Found Where Least Expected

THE first thing the prospective advertiser wants to know is, "Through whom am I going to sell my goods?"

The reason this is a most important problem is because it will determine definitely the character of his trade advertising, and because in his consumer advertising he can make more specific the usual formula, "Ask your dealer." Before the consumer can do the asking, he must know who his dealer is—whether his grocer, druggist, department store, hardware dealer or tobacconist.

This article is to suggest the gradual, subtle and sometimes overlooked changes in the retail field which are going on, and therefore to suggest new channels for distribution which have been opening up. The matter has been touched upon in *PRINTERS' INK* but a presentation of the facts in one perspective will be suggestive.

The pressure of competition and increasing expenses are responsible for most of the changes, which have in view building up the volume of business. Merchants who were formerly content to hew strictly to the line and carry only goods recognized as "belonging" to their exclusive fields are now universally on the look-out for profitable side-lines that can be handled without inconvenience and with a good margin of profit. In fact, many, if not most, stores are nowadays chiefly made up of side-lines which have almost swallowed up the original business.

This makes it hard for those who have not studied conditions to work out their plan of campaign. Of course, everybody knows that the hardware dealers have always carried cutlery and lawn-mowers and refrigerators

and kitchen utensils and such things; but not everybody would realize that the average dealer in this line is crowding over into the plumbers' field, and is carrying a lot of supplies that the pipe-fitting trade formerly regarded as belonging to it exclusively. Sporting goods are another line which the hardware trade has taken hold of with increasing success, while automobile supplies have been stocked by many such stores. Silverware seems the jeweler's exclusive property, but many hardware men sell it. The exclusive paint store is almost a thing of the past, the hardware dealer and the druggist handling the bulk of the retail business at present.

DRUGGIST AS PAINT SELLER

In fact, the hardware men and the druggists have been almost voracious in going after other people's business and refusing to be tied down to any stereotyped lines. The druggist of to-day is really a small department store, and sells anything that he can see a profit in. He has, as suggested, captured a big part of the "canned goods" paint trade; and he is leaving little to the exclusive candy stores and cigar shops on account of his activity in those lines. Rubber goods and cameras have recently been specialized in by many drug-stores, while anybody who has a novelty to sell, be it a fly-swatter or a window-cleaning preparation, can do no better than to get it into the hands of the druggists.

Speaking of department stores also brings forward the fact that institutions of this kind have broken down all the barriers which formerly divided their original business of selling dry-goods and related lines from other fields. The department store is really a catch-all, and it would be hard to think of anything that it does not sell, with the possible exception of farm machinery and patent medicines. Many such stores now handle automobiles, motorcycles and pianos, while their grocery, flower and restaurant departments have

long since ceased to be regarded as novel. With the drug-store on the one hand and the department store on the other as distributing mediums, the manufacturer can reach a good part of the possible trade, provided, of course, he doesn't mind price-cutting—in which these stores sometimes specialize.

TOILET ARTICLES IN MEN'S WEAR STORES

One of the most interesting indications of the way things are changing was given in a big men's wear store which is carrying toilet water, soaps, talcum powder and other toilet goods. The manager explained that since he sold safety razors, he might as well sell the rest of the shaving outfits. The business has been good enough to warrant the development of the department.

The shoe stores have been among the most aggressive in picking up new lines, which have been handled by other classes of stores for the most part heretofore. Hosiery, for instance, is one big field which has been invaded successfully, and it is probable that a manufacturer could get a satisfactory volume of business, if he so desired, by confining his operations to stores of this character. Certainly their opportunities to sell hosiery along with shoes seem to be good. The class of goods known as "findings" is also being developed among the shoe stores, and many of them now have big and successful departments which carry goods other than shoes. A Middle Western dealer recently said that he kept four sales-girls busy on hosiery and findings, and that the business is increasing constantly. Some of the stores are featuring orthopedic goods of the kind which the drug-stores have long sold, and not a few have trained chiropodists who can attend to the foot ailments of their customers. In other words, instead of simply selling shoes, the dealer in this field is now establishing himself as the man who supplies everything for the feet, from shoes and stockings to supports for broken

DISTRIBUTION

The problem of distribution is lessened for advertisers who come into the Greater Pittsburgh field if they use

The Pittsburgh Gazette Times

Morning and Sunday

Pittsburgh Chronicle

Telegraph

Evening except Sunday

Your advertising in these newspapers plays an all-powerful part in the distribution problem and the sale of your goods.

22½c. Per Agate Line

is the flat combination rate for both papers when the same copy appears in consecutive issues. For further information or co-operation write

Urban E. Dice,
Foreign Advertising Manager,
Pittsburgh, Penna.

J. C. Wilberding,
225 Fifth Avenue,
New York City.

J. M. Branham Company,
919 Mallery Bldg., Chicago.
Chemical Bldg., St. Louis.

Smoot's Sign System

Two Hundred
Dollars a Month

will "take care" of

West Virginia

IN

Wheeling	Parkersburg
Huntington	Charleston
Clarksburg	Fairmont

THE PRINCIPAL CENTERS

By an illuminated "center" display in each city or FORTY regular 10x40 painted bulletins equally distributed in each of the cities named, and contiguous interurban territory.

Executive Offices:

Parkersburg W. Va.

One Hundred Other Cities

arches, corn-plasters, etc. The regulation supplies, such as laces, trees, polishes, brushes, etc., are of course still being featured, only with more prominence than ever.

BARBER SHOPS AS STORES

Some of the barber shops are invading the merchandising field, not only carrying safety razor blades for those customers who have decided to shave themselves, but also hair tonics, toilet water and similar goods. Many shops, especially in hotels, depots, etc., have put in stocks of collars and ties to meet the emergency calls of those who haven't time nor opportunity to go out on the street and buy these things. The barber really looks like a merchandising opportunity. He is having a hard row to hoe, with the development of the self-shaving custom, and he must make up for this lack by selling goods instead of service.

That, by the way, is also the trend among the plumbers, who, as noted above, have lost a lot of business to the hardware men. The plumbers are not content with sticking to the old traditions, but are going after more of the strictly merchandising business, selling such things as vacuum cleaners, washing-machines, bathroom specialties, including medicine-cases, cabinets, fixtures, etc., and garden hose. In fact, when one walks into a modern plumbing-shop to-day, it resembles the old-fashioned kind only remotely, for it has display cases filled with attractive goods and brisk salesmen who are perfectly willing to wrap up goods and take your money without insisting on selling you a dollar's worth of labor at the same time.

Out in the rural districts some interesting changes are going on. Take the old-fashioned retail lumber dealer. He is pretty nearly erasing himself, because he is now becoming a general dealer in building materials. He still carries lumber, but he is also selling cement and lime, paint, builders' hardware, prepared roofing and perhaps even face brick and other heavy goods. Some of the

lumber dealers have met the reduction in business caused by the use of other materials than lumber in building construction by taking on coal, sand and other bulky commodities as side-lines. Nobody seems to be standing still, nor to be just where he was, in a merchandising sense, even so recently as five years ago.

The farm implement dealer is one of these. He has been keeping up with the procession, and the procession has been moving rapidly. He has been introducing farm power to the conservative agriculturist, and the dealer who is not selling gasoline engines is the exception. Some dealers are going after residence waterworks and electric light business, and thus are getting to be plumbers and electricians on a small scale. Many such dealers sell paints, cement, automobile supplies, motorcycles, and, in fact, whatever the farmer indicates that he would like to have, because the implement store is probably the one where the farmer goes oftenest to attend to his wants. The increasing prosperity of the farmer is naturally increasing the scope and importance of such dealers' stocks. It should be noted in passing that many dealers in the country towns combine hardware and implement stocks, while the country store is another department store in miniature.

The country blacksmiths are breaking into the automobile business more and more, and you will find a lot of them selling automobile parts.

These are only a few of the changes which are taking place. They suggest, however, that the manufacturer who is starting out to sell something should not determine, without close study of conditions, where that product should be sold. What he has had in mind as a department store specialty may perhaps wind up in a hardware store; and what may have been regarded as the one best bet for the drug trade may ultimately be a leader in the shoe stores. The only safe plan is to look things over, and to reach conclusions from facts, not "dope."

An Invitation

Every publisher, publisher's representative, advertising agent, outdoor plant owner, street car man, printer, paper manufacturer or jobber, lithographer or novelty manufacturer is cordially invited to visit the office of PRINTERS' INK at any time.

All circulation records and advertising records and any other kind of data will be gladly shown.

PRINTERS' INK PUBLISHING CO.
12 West 31st Street New York

Growth of Travel and Its Influence on Selling Campaigns

The Possibilities of Cashing In on the Transient Market

THE world has long been prone to regard Americans as a restless people and it is admitted that we are the most inveterate of travelers. These two circumstances would seem in themselves to lend a certain importance to what may be designated, for want of a better term, the transient market in the United States—signifying, of course, the consumer demand of the nomadic class and not fickleness of taste on the part of a fixed population.

But these basic factors that tend to multiply the purchasing power of the floating population have latterly been added to and emphasized by several new influences all of which tend in the same general direction, for all that they inject into the situation some interesting cross currents. First of all there is the "See America First" movement which bears direct relation to railway travel, the primary form of the transient market. Presumably no argument is needed to prove that European travel by Americans is of little benefit to American manufacturers and merchants, unless, mayhap, it be to outfitters such as manufacturers of trunks and bags. On the contrary, to most lines of trade this expenditure of American money by our tourists abroad works a distinct injury and injustice. In inverse ratio, then, benefit may be expected from the "See America First" crusade or any other movement that tends to induce Americans to put their money in circulation here at home, no matter how widely scattered may be the spending places.

MOTORING HAS DEVELOPED TRAVEL

The second important new factor in the travel situation, and one that is, in a sense, linked with the "See America First" propaganda, is found in the growth of automobile touring. With more than 1,250,000 motor cars in the United

States; with good roads a reality or an immediate prospect in every section of the country; and with touring generally accepted as the highest and most enjoyable function of the motor it goes without saying that the army of devotees of the broad highway represents in the aggregate a tremendous purchasing power. Moreover, this large contingent in the transient market constitutes, from the manufacturer's standpoint, in every sense, a picked class—people of discrimination, liberal spenders—usually in quest of quality and with a general familiarity with advertised goods to begin with.

As though this broadening of American travel activities were not enough there have been manifest in recent years other strongly marked tendencies on the part of our well-to-do population that help to give new status to the transient market. Reference is made to the growth in the United States of the "summer vacation habit"; the increasing popularity of country life; and the trend to colony and cottage life in summer rather than the hotel existence which was almost universal among vacationists some years ago. To include such factors presumes, of course, a pretty wide scope for the term "transient market," but presumably every person who travels to any extent or who divides the year between two places of residence is eligible. Among wealthy Americans there has even been manifest in late years a disposition to reverse the old order of things and spend most of the twelve months in the country and only the winter season in the city (in an apartment, perhaps), but this makes them none the less consistently in the transient class.

Whereas all the new conditions in the transient market are in the main to the advantage of manufacturers and advertisers it is in-

cumbent that every man concerned in retail distribution take cognizance of the fact that many people have formed new habits. As a straw to indicate which way the wind is blowing, just ask questions of any summer hotel proprietor along the shore or in the mountains in New England. He will tell you that his business has been revolutionized. People, instead of settling down in a favorite hostelry for two or three months, come in a motor car and merely tarry over night. It seems as though the entire transient population were ever "going on."

THE MORAL IS WIDE DISTRIBUTION

Theoretically there would seem to be several morals to be drawn from this state of affairs by the advertiser and manufacturer. As to distribution it would seem to be no longer sufficient for manufacturers of toilet goods, confectionery, photographic supplies, safety razors, food products, etc., merely to stock the dealers in those small towns that have gained reputation as tourist meccas. With thousands upon thousands of persons constantly touring by motor and with cottagers settling down for the summer in countless out-of-the-way communities it goes without saying that the widest possible distribution will be no more than is needed. But the expense imposed by this necessity for wider distribution in order to catch the transient trade should have some compensation. By force of example many of the permanent residents of unprogressive communities may be made converts to advertised goods that they would never have given a trial had it not been for the observation of the strangers within their gates.

It is more difficult to theorize as to the moral to be drawn from the new status of the transient market with regard to advertising. Obviously the transient market has significance for the manufacturer not only in the sales and distribution end of his business but also as regards his advertising policy. It is self-evident that the whole range of out-

door publicity is involved when travel is no longer confined to the beaten paths of the steam railroad nor yet to the routes of the interurban electric lines. Similarly with the best prospects for advertised goods more widely scattered it would appear that advertising, and especially local newspaper advertising, should receive the widest possible circulation, provided the advertised goods enjoy the distribution to warrant it.

HOW EASTMAN COMPANY SOLVES A DEALER STOCKING PROBLEM

Just here it may be noted that certain manufacturers who have proven themselves past masters of the art of catering to the transient trade have adopted ingenious methods of dodging the difficulty of inducing small retail dealers in out-of-the-way places to carry their entire line. The course pursued by the Eastman Kodak Company affords a case in point. The Eastman company and its affiliated interests manufacture an almost endless variety of cameras and films in a considerable range of dimensions. To induce the average small storekeeper in the "summer country" or on a popular motoring route to stock the full line is out of the question. It would do an injustice to the dealer through slow sales of some models, and it would play havoc with the ultimate consumer trade because of stale film stock.

The Eastman company has grasped both horns of the dilemma by concentrating on certain models and film sizes with reference to the transient trade. Not only are Eastman dealers everywhere strongly urged to stock these lines as the invariable best sellers, but the Eastman company seeks to educate the traveling public to the idea by emphasizing in all its advertising that certain specified products,—say the popular "post-card" size of film,—may be had anywhere and everywhere, thus virtually advising the consumer to make this type of camera his traveling companion if he wishes to enjoy

perpetual peace of mind as to his supplies, etc., en route. Certain manufacturers in drug and toilet-goods lines have found that the low-price "trial-size" package facilitates distribution under such circumstances—particularly if the small retailer is averse to loading up with full sizes of several competing lines. Return privileges and all the problems connected with the maintenance of fresh stock in the hands of retailers are, of course, of the utmost importance in catering to the transient market. Such considerations are apt to spell success or failure in handling chocolates,—one of the most active of all the lines of goods supplied to transients.

TRAVEL BY RAIL HAS INCREASED

For all that highway travel by motor has increased so tremendously during the past half decade it must not be supposed that travel by rail has in any degree fallen off. On the contrary every year shows an increase over its predecessor not only in the total number of passengers carried, but in the average distance traveled.

Under the new system of keeping statistics, which enables a more accurate gauge to be made of our nomadic population the Interstate Commerce Commission apportions the more than 160 railroads in the country in three classes as concerns magnitude, mileage and volume of traffic, and has adopted three divisions to indicate geographic distribution. Class I railroads are the large systems,—the \$1,000,000 roads as they are termed by the statisticians of the commission. The Class II railroads are of intermediate size,—a group of \$100,000 roads. Class III roads are the short and less important lines.

The geographic limitations of the three districts may be defined substantially as follows: The Eastern District comprises that portion of the United States bounded on the west by the northern and western shore of Lake Michigan to Chicago, thence by a line to Peoria, thence to East St. Louis, thence down the Mississippi River to the mouth of

the Ohio River, and on the south by the Ohio River from its mouth to Parkersburg, West Virginia, thence by a line to the southwestern corner of Maryland, thence by the Potomac River to its mouth. The Southern District comprises that portion of the United States bounded on the north by the Eastern District and on the west by the Mississippi River. The remainder of the United States, exclusive of Alaska and of island possessions is included in the Western District.

A study of the figures compiled by the Federal railroad statisticians indicate that on all classes of railroads the heaviest passenger traffic is found in the Eastern District with the Western District second and the Southern District third. This state of affairs is undoubtedly attributable in great measure to the greater density of population in the East, but it is regrettable that the statistics cannot go farther and indicate whether in proportion to population the Easterners or the Westerners are the more extensive travelers. Traffic experts point out that there is much popular misconception on this point. They say that because Eastern people do not see great numbers of Westerners visiting the Eastern cities they have jumped to the conclusion that the average Westerner is a stay-at-home sort of a person whereas in reality the Westerner is, within certain limits, a confirmed nomad. In evidence they point to the heavy travel (in proportion to the population) up and down the Pacific Coast from Seattle, Wash., to San Diego, Cal.

FIGURES ON RAILROAD TRAVEL

As indicating the growth of railroad travel in the United States at large it may be pointed out that the last annual total of 997,409,882 passengers exceeded by about 26,000,000 that of the preceding year, and was upward of 100,000,000 in excess of that of two years previous. In the year 1903 the total was 694,891,535 or not so much more than two-thirds of the total for the last

year for which the figures have just been made available.

Even more significant from the advertiser's standpoint than the increase in the number of passengers is the fact that each year shows an increase over its predecessor in the average length of journey by the individual passenger. Of course, the gain, year by year, is comparatively small, but ten years ago the average length was 30.10 miles whereas for the last full year for which statistics are available the average was 33.48 miles, and it is doubtless up another notch by this time. It is interesting to note that on all classes of railroads the average journey is shortest in the East, longer in the South and longest in the West. The explanation of this lies not so much in the circumstance that the West is a region of vast distances as in the amount of commuting and suburban travel in the vicinity of our great Eastern cities which tends, of course, to keep down the average for that section, but which is not without value for the advertisers, especially the ones who employ newspaper publicity and painted or electric signs on these much-traveled routes.

KINDS OF TRADE AFFECTED

Men who have made a study of the transient market declare that it supplies two distinct classes of trade. On the one hand there is the buying for actual needs and presumably for immediate needs. On the other hand, there is the stimulated buying such as is exemplified so convincingly, though on a low-price scale, by the souvenir trade and the picture postcard business. The cheap trade is no longer confined, either, to excursion meccas such as Niagara Falls, Atlantic City, Washington, or Venice, California, and the better class of stimulated buying seems to be as wide in geographic range as the transient market itself.

No observer of merchandising conditions need be told that the average woman from an interior city who makes an occasional or periodical visit to New York City

and the average feminine resident of a small town who spends a few days in any large city is concerned with nothing so much as the opportunity the trip affords for shopping. She may have a list of necessities the purchase of which has waited upon the opportunity for selection the city visit affords, but over and above such premeditated buying is the quest for novelties,—the search for "new things" in dress and innovations of all kinds that will excite interest "back home." Jewelry manufacturers have taken advantage of this angle in the transient trade and other producers are following suit.

A somewhat kindred form of buying in the transient market is the purchase of presents for relatives and friends at home, and in the aggregate this represents a colossal turnover every year. Nor is it by any means an exclusively cheap trade either. The amount of business of this class that is attendant, for instance, upon an annual meeting of the American Bankers' Association would probably prove a revelation to the man who has never looked into this particular phase of the business.

Manufacturers with chain stores, authorized agencies or close and direct connections with retailers have opportunities to use the rental scheme in the transient market as a vehicle for ultimate outright sales. The man or woman who goes North or West for the summer, or South for the winter, and who rents a piano or player-piano, an automobile, a talking machine, a typewriter or a motor boat obviously becomes a prospect for the same goods at his or her permanent place of residence. That this aspect of the situation is coming to be generally recognized is seemingly indicated by the fact that in certain lines, such as talking machines and player-pianos, where rental operations were formerly discouraged if not actually prohibited, there has been a change of policy. And, at that, rental to transients usually induces immediate outright sales of accesso-

ries or supplies such as phonograph records and player-piano rolls.

Boston's Claim as Candy Center

The thirty odd candy manufacturing concerns in Greater Boston, representing an investment of approximately \$10,000,000, are said to be turning out over 100,000,000 pounds of candy per annum and claim that they have made that city the leading candy-producing center of the world.

There is said to be a dime of local capital invested for each pound of candy produced, figured on the annual output, the largest ten companies, with capital outstanding and estimated production, being as follows:

	Cap. Out.	Estimated Prod. Lbs.
N. E. Confectionery Co.	\$1,529,400	32,000,000
Walter M. Lowney Co.	1,000,000	15,000,000
W. F. Schrafft & Sons	425,000	10,000,000
George Close Co.	175,000	6,000,000
Boston Confectionery Co.	700,000	5,000,000
United Candy	125,000	5,000,000
F. H. Roberts Co.	900,000	3,750,000
H. D. Foss & Co.	450,000	2,800,000
C. A. Briggs Co.	97,500	2,250,000
Package Confectionery	1,475,000	2,000,000
Total	\$6,876,900	83,800,000

The largest individual fortune made in the local candy trade was probably accumulated by W. F. Schrafft, who started business twenty years ago with an investment of a few hundred dollars and built up a business of 10,000,000 pounds annually. Practically all the shares of W. F. Schrafft & Sons are owned by the Schrafft family.—New York Journal of Commerce.

Instalment Plan for Convention Expenses

The Kansas City Ad Club is sure to have ample representation at the Chicago convention of the Associated Advertising Clubs of the World next year, as the result of a plan recently put into effect.

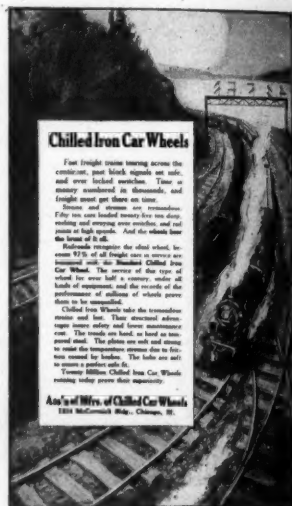
Many members have decided to deposit one dollar a week with a committee appointed to take charge of the fund thus created. The money will be deposited in a bank to draw interest. Each member participating in the plan will have at least \$50 with which to defray his expenses to the next meeting. While a good deal of fun has been derived from this method of saving, the ad men are in dead earnest and are putting up the weekly dollar religiously.

The W. D. Boyce Company, of Chicago, which owns the Indianapolis *Evening Sun* has changed the paper's name to the *Indiana Daily Times*.

A Co-operative Car Wheel Campaign

THE Association of Manufacturers of Chilled Car Wheels, Chicago, is using large space in the *Railway Age Gazette*, *Railway Review* and *The Iron Age* to set forth the advantages of chilled iron wheels for railway use.

The association which is back of the advertising was organized in 1908. George W. Lyndon, sec-



SPECIMEN OF THE CO-OPERATIVE COPY

retary of the association, recently explained the circumstances which led to the organization as follows:

"Years ago such progress as was made in the chilled iron car wheel industry was through individual manufacturers. There was no concerted action. To-day the car wheel manufacturers have an association that consists of 25 manufacturers throughout the United States and Canada and their combined output capacity is 20,000 car wheels per day. The magnitude of their business can be seen when the requirements of metal are considered. To manufacture 20,000 car wheels per day

would require 7,000 tons of metal, which would represent over 2,000,000 tons of metal per year.

"In order to handle this stupendous tonnage and improve the quality of the product the manufacturers got together in 1908 and formed an association whose prime and sole object, as quoted from the by-laws, is as follows:

"The advancement of knowledge concerning the manufacture and service of car and locomotive wheels by discussion in common, investigations and reports of the experience of experts and members of the association. The obtaining and dissemination of information as to the manufacture and service of car and locomotive wheels."

Responsibility of the Advertiser

Talcott Williams, dean of the Pulitzer School of Journalism, was a guest of honor at one of the recent meetings of the Syracuse, N. Y., Ad Club. Dr. Williams spoke particularly in relation to newspaper advertising. Among other things, he said:

"The newspaper secures its circulation not through the excellence of one day's issue but through confidence by

the public as a whole in the newspaper through all the year and on all its pages.

"This broad difference was neither seen nor recognized when the first 'Lost and Found' advertisement, or the first vendue sale, appeared in the newspapers. But in the three centuries since the first advertisement was paid for, published and read, this has gradually come to be recognized by the entire community. The seller who advertises, the man who writes advertisements and who acts as agent, the publisher who sells its space, and the public have all come to see that the responsibility of the advertisement is not limited to the buyer and seller. It includes society as a silent but powerful party holding in many senses the controlling interest in the transaction."

"Insured Petticoats" Introduced

Guaranteed hosiery and guaranteed shirts are a familiar feature of the dry-goods business, says the *Twin City Commercial Bulletin*, but it remained for Strouss, Eisendrath & Co., of Chicago, to introduce the guarantee into petticoat lines.

This novel feature in the sale of their new Banner brand of petticoats consists of an "insurance policy" with every garment. The policy is a ticket attached to each petticoat, guaranteeing it to wear for not less than six months.

Send for
Sample Copies
Statement of Circulation
Rate Card

September Forms Close
August 10th

Case and Comment


THE LAWYER'S MAGAZINE

Recommends the following numbers for advertisers whose products appeal to rated men:

September:—Patents and Trade-Marks Number
October:—Women Lawyers Number

November:—Law and Occult Number
December:—Foreign Courts Number

Published by the Lawyers Co-operative Publishing Company, Aqueduct Building, Rochester, New York



SLIDES

HAROLD IVES COMPANY INC.

Metropolitan Life Building New York

SLIDES

The Little Schoolmaster's Classroom

THERE is just one word in the English language that occurs to the Schoolmaster as he gropes for a term to describe the figures on the hat-booklet page here reproduced; and that word is "things." No doubt there is an occasional reader of a hat booklet



HOW MUCH HAT BUYING WOULD THIS CAUSE?

who would like to look like one of these things dressed up in imitation of a man but surely there cannot be many who would buy the advertiser's hat if they thought said hat would have any such deplorable effect. Some of these days, this clothes-horse, tin-man, sap-head style of man illustration is going to drop out of the running and pictures of real, horse-sense men will be more plentiful. Cholly and Reggie are doomed!

* * *

The morning mail is getting so full of printed letters that some advertisers now feel it necessary to do stunts in order to get the reader's attention. The Schoolmaster recently received a fat letter bearing the imprint of a well-known New York hotel. Fluttering with expectation, he slashed

the envelope. Instead of a personal letter, a bill, or something else of particular interest, he found the usual printed form letter. The writer explained that right in the middle of his midday meal he thought of something that perhaps he had not made clear in previous solicitations. Accordingly, he pulled his duplicating machine out of his hip-pocket right then and there and presumably printed a thousand or more letters before the dishes were even cleared away. So engrossed was he that no doubt the deep-dish apple pie got overlooked altogether.

* * *

Speaking of printed letters: A magazine recently asked a list of advertisers what they thought of the effect of printed-letter solicitations. One advertiser gave it as his opinion that a special letter bearing on the advertiser's own business was worth a score of printed ones. "The trouble," said he, "with the printed letter is that it is prepared for a long and varied list of advertisers and therefore has to be made so general that it touches nowhere. In my own case I can see at a glance forty-nine times out of fifty that such a letter means nothing to us and into the waste-basket it goes."

* * *

The difficulty that readers of PRINTERS' INK have found in formulating a satisfactory definition of advertising serves as a fine example of the truth that mere definitions have little educational value. Writers and teachers are inclined to go to great length in classifying and defining. One writer has arranged about a score of classifications for advertisements, but after all his classifying there remain advertisements that could as appropriately go into one class as into another, and no light is thrown on the pertinent question of which style of copy is most effective. If a story affords

clean entertainment it is a good story and needs no classifying, nor does its classification aid story-writers. As the New York Sun recently pointed out, every good story or article is a new model, a new precedent. The same principle applies to advertisements and advertising campaigns. Definitions do no harm provided "definition knowledge" is not mistaken for the ability to go ahead and do the thing.

* * *

You wouldn't think that iron—just pig iron in its crude state—could be advertised, would you? But a keen iron man has decided to let it be known that his product contains an unusual amount of vanadium, an element that gives strength, and now that brand of pig iron is going to be lifted out of the ordinary run of irons by being advertised as Thomas Vanadium Iron.

* * *

While our friends who are agitating for one-cent letter postage are getting up steam for their

periodical whoop against the second-class postage rates, the Schoolmaster thinks a little attention might be wisely directed towards the franking privilege which is so widely enjoyed by Congressmen—and others. Perhaps some of that horrible alleged "deficit" which has so regularly been charged up to the publishers might turn out a real deficit, due to the overproduction of people with axes to grind. Just why the publishers should be forever charged for the power which turns the grindstone, the Schoolmaster can't figure out.

* * *

Here's a case in point. Some time ago, the Kansas Pure Food Department condemned baking-powders containing albumen as deceptive, and in April a bill was introduced in Congress for the purpose of restricting their sale. Shortly thereafter another bill was introduced which provided that on and after July 1, 1914, baking-powders should be required to contain albumen, and

"Agents Review"

Edited by A. R. von KELLER

- ☛ Ten thousand cash-buying agents now reached through this medium. Hundreds added weekly through extensive energetic campaign now in progress.
- ☛ Wide awake advertising agents will include this publication in their lists if they have the best interest of those clients at heart who want to reach steady agents, canvassers or small mail order dealers.
- ☛ Ours is concentrated circulation—the chaff eliminated for the advertisers' benefit.

Sample copy and particulars on request.

International Agents Protective Association

(Chartered by the State of New York)

62 West 45th Street, New York

WE EXCHANGE IDEAS FOR INTERVIEWS

We will show you how to get your goods out into the light where they will sell themselves.

SELMORE

Cases Sell More Goods

Make us prove it.

This advertisement entitles you to ONE DISPLAY IDEA that will promote the Selmore proposition.

Selmore 35 EAST 12th STREET
NEW YORK

YOU can give a farm paper away
but you can't make the farmer
read it. The farmers of Wisconsin
subscribe for



The German Weekly of National
Circulation

Lincoln Freie Presse

LINCOLN, NEB.

Circulation 131,423. Rate 35c.

College Advertising

We represent the important college papers of the United States and Canada. All information about this field on request. Ask us how we co-operate with manufacturers.

USA

COLLEGIATE SPECIAL ADVERTISING AGENCY
563 Fifth Avenue, New York

THE BIG 6

"THE COUNTRY'S FOREMOST
MEDICAL JOURNALS"

American Journal of Clinical Medicine	Chicago, Ill.
American Journal of Surgery	New York
American Medicine	New York
Internationale Medical Journal	St. Louis, Mo.
Medical Council	Philadelphia, Pa.
Therapeutic Gazette	Detroit, Mich.

ASSOCIATED MED. PUBLISHERS
S. D. CLOVAN, Sec'y, Ravenswood Sta., Chicago, Ill.
A. D. MOTTION, Eastern Representative,
336 Fifth Avenue, New York.

150,000 copies of the bill were sent to grocers and jobbers, all over the country, under the frank of the Congressman who introduced it. Quite naturally, the receipt of such a document, without comment, and in an official envelope, stirred up more or less uneasiness among the dealers who had stocks of albumen-less baking-powder on hand.

* * *

The *Merchants Journal*, Topeka, prints the following letter from the Congressman who introduced the bill:

"I am not familiar with the manufacture of baking powder and, furthermore, do not know for what purpose albumen is put in baking powder by certain manufacturers.

"The bill to which you refer was simply introduced by me at the request of a friend; and I do not know if he intends to press its consideration by the committee to which it was referred. I myself have no disposition to press it. I know very little about its merits; and, besides, there are other matters in which I am intensely interested that affect more directly the people of my State. I only intend to familiarize myself with it to such an extent as will permit me, should the bill come up for passage, to vote on it intelligently."

* * *

The writer of the letter further states that somebody—unnamed—asked for permission to use his frank to mail a few copies of the bill, and he gave the order. Later, when he found that 150,000 copies had been sent, the order was revoked.

* * *

Now the Kansas Food Commissioner is exhibiting the franked envelopes and the contents as examples of fraudulent advertising. The Schoolmaster agrees. But what shall be said of the advertising which represents the publishers as rolling in wealth which has been largely abstracted from the revenues of the Post Office Department? And where does the Post Office Department get off on the 150,000 franked copies of this joker bill? Also it may be pertinent to inquire how many more people are using Congressional privileges for private ends.

Inadequate Advertising by Big Railroads

The *Manufacturers' Record*, an industrial paper devoted to Southern development, takes railways in that section to task for not spending enough money in advertising. It prints a statement, based on Interstate Commerce Commission reports, showing that the roads in the South are lagging compared with those in other sections. The Southern Pacific in 1913 spent \$764,000, an average of \$74 2 mile, while the ten leading Southern roads, with a mileage of 80,189, spent only \$732,655, or nearly \$32,000 less than the expenditure of the Southern Pacific. The blame for this condition is suggested in the following:

"Men who have controlled the destiny of Southern railroads have never really caught a vision of the South's potentialities. They have never given to this section, therefore, that broad, magnificent campaign of development which has made possible the growth of the West and the Pacific Coast, and which in this way has enormously advanced the value of their railroads. Even greater things could be accomplished in the South if the men who dominate the situation would give a free hand to the managers of Southern railroads in a great, nation-wide campaign of making known the advantages and resources of this heaven-favored land."

Trade-Papers to Build Mailing List

The Columbia Rope Company, of Auburn, N. Y., is using the trade and technical publications to obtain a wasteless list of manufacturers using rope transmission. One of the recent ads appearing in a technical paper offers a novelty flexible rule and scale protractor to anyone sending the name of a plant so equipped. The ad carries a coupon which makes it easy to reply and at the same time solicits detailed information which will become invaluable in the sales work.

Nims With World's Star Knitting Company

L. M. Nims becomes sales manager of the World's Star Knitting Company, Bay City, Mich., August 1. He was formerly advertising manager of the Lewis Manufacturing Company, of the same city.

When Lost Profits Are Not "Expense"

One day, early in January, the manager came to the advertising man and said:

"Our inventory shows \$20,000 more stock than we ought to have on hand. We must cut it down and make room for the stock I have ordered for February 1. Just line up some advertising right away, giving these facts, and

stating that, for three weeks, we'll have a 'January Clearance Sale' of everything in the store at a reduction of 20 per cent on the ticket price."

The advertising man thought it over for an hour or so, and came back to him.

"You say our inventory must be reduced \$20,000?"

"Yes."

"And in order to move \$20,000 worth you will sacrifice 20 per cent, or \$4,000?"

"Yes."

"What do you charge this \$4,000 to?"

"I don't charge it to anything; it simply won't show on the profits, that's all."

"Wouldn't you prefer to sacrifice some special items of the stock to others?"

"Sure! Half of our stock is standard goods; 25 per cent I want to close out, and another 25 per cent I would like to reduce to the minimum."

"Now," said the advertising man, "we know where we are. The cost of advertising this special sale which you propose would be about \$500. Now I propose you cut \$2,000 off the price of the stuff you want to move the most, and give me the list, and give me the other \$2,000 to spend advertising a special sale of these articles. I'll take page ads the first week, two or three times, and halves and quarters, the next two. We'll make the town sit up and take notice."

"What!" the manager yelled; "spend \$2,000 for advertising in January! You're crazy!"

"Why, \$2,000 would sell \$20,000 worth of stock, wouldn't it, and clean out the trash, too?"

"Sure," said the manager, "but how it would look on the monthly statement—10 per cent for advertising in January!"

"Well, you just said you were willing to spend \$500 for advertising, and then lose \$4,000 prospective profits, to put across \$20,000 worth of excess inventory. I'll save you the \$500, and give the store a line of advertising that people will talk about for a year."

"Yes," said he, "but my way the \$4,000 does not appear as an expense."

—*Bumble Bee*, of the Rochester Ad Club.

How to Use Motion Pictures in Your Business!

It's a little booklet issued in the interest of better advertising and merchandising.

Send for a copy today. It's yours for the asking.

**SMALLWOOD
FILM CORPORATION**
Flatiron Bldg. New York City

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. Cash must accompany order. Forms close 10 a.m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

HELP WANTED

COPY MAN WANTED—Central West agency making specialty of agricultural advertising. State age, experience and salary wanted. A chance to secure interest for right man. Address, Box FF-408, Printers' Ink.

CAN YOU successfully plan and manage an economical distributing and advertising campaign for wholesale druggist? Exceptional opportunity for right man. State experience, references, salary expected. 303 SHEEN BLDG., Atlantic City, N. J.

OUTSIDE REPRESENTATIVE—Successful small Agency wants a sincere Man to represent it on Salary Basis. Unmarried College Man under thirty preferred. Connection very desirable. Record breakers keep off. State experience and salary. Can you write "Copy?" Address, Box GG-425, care of Printers' Ink.

A LARGE CORPORATION, manufacturing electrical specialties, requires the services of a thoroughly experienced Advertising Manager to compile its advertising literature and conduct all its advertising activities. Must be thoroughly experienced and have a broad conception of this subject. Must be well educated, and have the ability to write effective advertising. Write qualifications fully, and if application is satisfactory an interview will be granted. Box GG-440, care of Printers' Ink.

MANAGER—Prominent publishing house requires the services of an experienced manager for its mail order department. Only men of exceptional character and with records of achievement in selling books by mail need apply. To the right man will be paid a good living salary and opportunity to earn at once from \$7,500.00 to \$10,000.00 per year. Address, with full particulars as to age, previous experience, etc., and with references to character, to Box GG-433, care of Printers' Ink.

BRIGHT YOUNG MAN wanted to assist in organizing extensive mail order book selling campaign. Must have had some previous experience in this business, be well educated, of correct habits, ambitious, and energetic. Address, stating age, previous experience and salary expected to Box GG 434, Printers' Ink.

Progressive and Experienced FIELD MAN

wanted by one of the largest nationally advertised manufacturers of men's clothing. A man with the proper merchandising knowledge to give practical store help to retailers, who can work up prospective accounts and can bring the retailer in closer relationship with the manufacturer. A man of strong ability is required to fill this position satisfactorily. None other need apply. Applicants should apply to Box GG-429, care of Printers' Ink. All correspondence strictly confidential.

MISCELLANEOUS

A FREE SAMPLE

of our high-class advertising chewing gum with names of well known concerns using this attractive advertising novelty to help boost sales, sent on request. All flavors. Guaranteed under Pure Food Act. THE HELMET AD GUM CO., Cincinnati, O.

MANUFACTURERS looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 25c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.25, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO.** 12 W. 31st St., New York City.

POSITIONS WANTED

DEPENDABLE YOUNG MAN, 25, correspondence trained, electrical and mechanical experience, desires position as assistant to adv. manager, or will take charge small adv. dept. Address, Box DD-353, care Printers' Ink.

ADVERTISING MANAGER—Broad experience in all branches of advertising, including booklet and circular work. Has made good in present position. Wishes to change connection. Address, Box FF-406, Printers' Ink.

MANAGER—A firm, in the vicinity of New York City, desiring the services of a competent, aggressive executive who will systematize and build up an efficient organization should communicate at once with Box FF-406, Printers' Ink.

AD-WRITER—CORRESPONDENT—Experienced young (26) office and advertising man wants opening. Educated. Writer of strong copy and letters. I. C. S. man. Experienced bookkeeper and steno. Drop a line. Box GG-437, care of Printers' Ink.

AN ADVERTISING WOMAN equipped with a practical working knowledge of department store advertising—planning, writing and makeup—desires a connection with department store or specialty house in East or South. Box GG-436, care of Printers' Ink.

AM MAKING GOOD in charge of the advertisers' service work on large daily. Writing business-getting copy and sales-letters. For good reasons, seek another position in advertising department, agency or another advertisers' service bureau. Age, 23. Box GG-430. P'trs Ink.

ADVERTISING MAN, well versed in the theory and practice of advertising, 32, well educated, thoroughly familiar with best designing, engraving and printing, eleven years' experience in New York, four years present connection, will consider bigger opportunity anywhere. Box GG-426, care of Printers' Ink.

CAPABLE ADVERTISING MAN (27), clean habits and not afraid of work, wants position with newspaper, magazine, manufacturer or advertising agency. Now employed but wishes larger field. Good copy and layout man, experienced and thorough knowledge of all branches of advertising. Moderate salary plus opportunity. Samples on request. Box GG-428, Printers' Ink.

ARTIST and WRITER

Not much to look at—if you are hiring ornaments—as full of "human" ideas as a she shad's roe in eggs. Will give a "free exhibition" or write the full story anytime you ask why I am in "Positions Wanted" column. Address, Box GG-432, care of Printers' Ink.

Agency Manager
with Accounts

Can "close" accounts and retain them. Have planned and conducted several successful national advertising campaigns—prepared ads, booklets, selected media. Can bring some accounts with me, or would connect as **Advertising or Sales Manager** with growing manufacturer. Three years department store advertising manager; successful sales manager. A hustler; age 28; good character. If you've a real opportunity for a producer, write me—will go anywhere. Address, Box GG-441, care of Printers' Ink.

TWELVE YEARS' successful advertising and selling experience is ready for the manufacturer who is big enough to appreciate it. Have handled every detail of campaigns from market analysis to tabulation of costs. Write and supervise every form of advertising in present position. My field is "cramped." I must move into a bigger organization. I am 30 and married. Address, Box GG-438, care of Printers' Ink.

WESTERN SALES MANAGER

Native who can efficiently supervise your operations in West and Southwest. Offers genuine ability backed by experience. Was manager of former Kansas City office of large Eastern manufacturer. Located in Kansas City and prefers that section, as training has given clear insight to conditions and customs. Would go elsewhere. Knows credits and recognizes value of judicious selling. Not a dreamer but a digger. Salary value \$3,000.00 per annum. Box GG-439 care of Printers' Ink.

A BIG MAN'S
ASSISTANT

I am now acting as sales and advertising manager of a small manufactory but want to get into big company. Have had this position two and a half years. Have much to learn but I produce the business and thoroughly satisfy my present employers. Age, 28 years. Married. Box GG-439, Printers' Ink.

Wanted—The Opportunity

By young married man, with college education and seven years' experience as business systematizer and sales manager of large Western corporation. Record warrants the assumption of large responsibility. Writes strong, business-pulling letters and effective copy for newspapers and magazines. Prefers relieving the man wishing to retire from the arduous, strenuous business campaign, or the secretaryship of the firm or corporation requiring the care of large, income properties. Sterling references. Address, MR. SEEKER, 924 Broadway, Fargo, N. Dak.

I Want a Job

as Advertising Manager or Chief of Copy where I can realize on 12 years' advertising and sales experience. Six years with two National advertisers. Six years in agency field. Have been copy writer, assistant advertising manager, advertising manager, agency solicitor, chief of copy and in charge of accounts. Write strong, result producing copy. Expert in planning campaigns. Qualified to take full charge. Have outgrown present connection. Box GG-427, P. I.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PUBLISHING BUSINESS OPPORTUNITY

START NOW in the Publishing Business and enjoy the boom about to begin. We have several good propositions. **HARRIS-DIBBLE COMPANY**, 71 West 23rd St., New York City.

Roll of Honor

ALABAMA

Birmingham, *Ledger*, dy. Average for 1913, 29,002. First 2 months, 1914, 30,245. Best and cleanest advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Average gross circulation first three months, 1914, 7,336.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1913 (sworn) 19,236 daily, 2c.; Sunday, 16,630, 5c.

Waterbury, *Republican*. Examined by A. A. regularly. 1913, 8,666; Sunday, 8,632.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1913, 9,951.

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,468; Sunday, 10,876.

INDIANA

South Bend, *Tribune*. Sworn average June, 1914, 13,197. Best in Northern Indiana.

IOWA

Burlington, *Hawkeye*. Average 1913, daily, 9,818; Sunday, 10,618. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 60,325; Sunday, 48,898. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 16th year; Av. dy. 1913, 9,231. April daily aver. 14,765.

KENTUCKY

Louisville, *Courier-Journal*. Average 1913, daily, 30,469.

Louisville, *The Times*, evening daily, average for 1913 net paid 61,328.

LOUISIANA

New Orleans, *Hem*, net daily average for 1913, 85,664.

MAINE

Augusta, *Kennebec Journal*, daily average 1913, 19,667. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1913, daily 10,819.

Portland, *Evening Express*. Net average for 1913, daily 19,687. Sunday Telegram, 12,002.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, 64,889; daily, 76,733. For June, 1914, 78,792 daily; 88,918 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston Globe

Average Gross Circulation 1913:
177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1918, 8,334,750 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (C.C.). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 18,538; 1913, 18,973. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1913, 19,498.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '13, 21,904. The "Home" paper. Larg'est ev'g circ.

MICHIGAN

Detroit, *Michigan Farmer*. Michigan's only farm weekly. Average circulation 1913, 41,321.

MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for first 3 months, 1914, 109,000.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 106,783; Sunday *Tribune*, 129,183.

MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1913, 135,002.

NEW JERSEY

Camden, *Daily Courier*. Daily, Jan. 1st, 1913, to Dec. 31, 1913, 10,738.

NEW YORK

Buffalo, *Courier*, morn. Av., 1913, Sunday, 103,249; daily, 83,759. *Esquire*, evening, 47,898.

Buffalo, *Evening News*. Daily average, for 1913, 93,579.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1913, 25,008. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

NORTH CAROLINA

Winston-Salem, *Daily Sentinel* (c) av. June, '14, 5,108. *Semi-Weekly Sentinel*, av. June, '14, 7,416.

OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,004. For June, 1914, 120,945 daily; Sunday, 164,044.

PENNSYLVANIA

Erie, *Times*, daily. Av. cir. 1st 6 mos. 1914, 23,801; 22,887 av., June, 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Philadelphia, *The Press* (C.C.) is Philadelphia's Great Home Newspaper. Besides the Guaranteed Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1913, 79,099; the Sunday *Press*, 170,467.

Washington, *Reporter and Observer*, circulation average 1913, 13,578.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1913, 13,126. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Willco-Barre, Times-Leader, eve. net, sworn, yr. for 1913, 12,187. "Charter Member A. B. C." York, **Dispatch and Daily**. Average for 1913, 12,187. Covers its territory.

RHODE ISLAND

Providence, Daily Journal. Sworn average, net paid for 1913, 12,000 (©©). **Sun- day, 20,484 (©©)**. **The Evening Bulletin**, 47,892 sworn ave. net paid for 1913.

Westerly, Daily Sun. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. cr., 1913, 8,830.

SOUTH CAROLINA

Columbia, State. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,829. Jan., 1914, average, daily and Sunday, 22,014.

VIRGINIA

Danville, The Bee (eve.). Average, June, 1914, 6,944.

WASHINGTON

Seattle, The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific Northwest. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. Aver. daily cir. last six mos. 1913, 87,000; Sunday, 88,887. In March, 1914, the *Times* beat its nearest competitor by 363,524 agate lines.

Tacoma, Ledger. Average year 1913, daily and Sunday, 21,881.

Tacoma, News. Average for year 1913, 20,819.

WISCONSIN

Janesville, Gazette. Daily average, June, 1914, daily 6,540; semi-weekly, 1,338.

Racine (Wis.) Journal-News. Daily average circ. Jan. 1st to Dec. 31st 1913, 6,832.

ONTARIO CAN.

Fort William, Northwest West city in Ontario. Times Journal, daily average, 1913, 4,712.

SASKATCHEWAN, CANADA

Regina, The Leader. Average, for 1913, 12,862. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

New Haven Register. Leading want ad medium of State. Rate 1c. a word. Av.'13, 19,336.

MAINE

The Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

MINNESOTA

The Minneapolis Tribune, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 113,417 more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

MARYLAND

The Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognised Want Ad Medium of Baltimore.

NEW YORK

The Buffalo Evening News is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

PENNSYLVANIA

The Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

The Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

Gold Mark Papers

ILLINOIS

Bakers' Helper (©©), Chicago. Only "Gold Mark" journal for oakers. Oldest, best known.

The Inland Printer, Chicago (©©). Actual average circulation for 1912-13, 17,266.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woollen industries of America (©©).

Boston Evening Transcript (©©), established 1830. The only gold mark daily in Boston.

Worcester L'Opinion Publique (©©). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis Journal (©©). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn Eagle (©©) is THE advertising medium of Brooklyn.

Dry Goods Economist (©©), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' Magazine (©©). Specimen copy mailed on request. 283 Broadway, N. Y.

New York Herald (©©). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

Scientific American (©©) has the largest circulation of any technical paper in the world.

New York Tribune (©©), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (©©), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 58,000; Sunday, over 87,000; weekly, over 96,000.

WASHINGTON

The Seattle Times (©©), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (©©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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